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presstime

The Journal of the American Newspaper Publishers Association

November 1983

The buying & selling of newspapers

chairman's corner

Fairness should be restored to third-class postal rates

Last month ANPA asked the Postal Rate Commission to investigate and recommend ending the U.S. Postal Service practice of allowing direct-mail companies to send unaddressed advertising material by third-class mail using separate address cards.

William C. Marcil

The complaint was filed as a result of a recommendation to the ANPA Board of Directors from the ANPA Newspaper Advertising Bureau National Newspaper Association Joint Postal Task Force. The task force has been studying elements of the present postal system for more than a year, reviewing areas of postal operations that may not serve the best intentions Congress had when it created the USPS in 1970.

In the course of analyzing all elements of the present third-class rate structure, the detached-label practice emerged as an especially unfair part of the system. Even though most important issues deserve public condideration in a general rate proceeding, the Postal Service chose to bypass that process in unilaterally adopting the detached-label procedure without the benefit of public comment.

Our complaint alleges that the Postal Service regulation permitting third-class mailers to use detached address labels with bulk mailings, at no additional charge, violates the Postal Reorganization Act. The use of such address labels, for which no separate postage is paid, unfairly discriminates against other mailers whose rates reflect a fair share of the costs of postal operations.

ANPA requested that the Postal Rate Commission conduct a full hearing on the issues raised in its complaint. If ANPA's complaint is found to be justified—and the Task Force and I believe it will be—the Postal Rate Commission should recommend to the Postal Service that the detached-label provision be deleted or be amended to require payment of the full per-piece rate for the label.

If the current practice isn't changed, other kinds of mail will have to pay the cost of handling the "free" address cards. A second result, equally important to all of us, will be to permit the government to compete unfairly with private businesses. Neither newspapers nor anyone else should have to tolerate a monopoly postal system that has juggled service costs inequitably in order to compete unfairly in the marketplace for the delivery of advertising messages.

We want all users of the mails to have the best postal service possible, of course, and we think the first step toward guaranteeing the quality of this essential *public* service is to restore fairness to third-class rates and regulations—starting with detached labels.

Bill Marcil

William C. Marcil
Chairman and President

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NEWSPAPERS ON THE BLOCK:

Buyers ready

Rules changing

By Elise Burroughs
presstime staff writer

The pace of U.S. daily newspaper sales has slowed somewhat since the start of the 1980s, but there are still lots of people playing the acquisition game.

The reasons are manifold.

Purchase prices, measured as multiples of annual revenues, have stabilized or in some cases declined.

The pool of independently owned daily newspapers continues to shrink, from about 869 in 1970 to 533 today.

Moreover, newspapers remain attractive properties because there are so few government regulations involved in publishing them and because profits remain high. According to securities analyst John Morton, the five-year, average, pre-tax profit for publicly held companies, which represent about 26 percent of total U.S. daily circulation, is 18.1 percent, and some privately owned newspapers reportedly return 40 percent.

But what is most different about the acquisition game today is that some of the rules and players have changed.

On the selling side, with interest rates stuck at unusually high levels, investment banking firms have entered the field to handle increasingly complicated financing. To some extent, their emergence has come at the expense of a small but influential cadre that has been part of the newspaper scene for decades—newspaper brokers.

Robert Lovelace

On the buying side, in part because many of the newspapers available for sale are in the range of 20,000 circulation or less, the names of firms that specialize in small operations, such as Donrey Media Group and Park Communications Inc., are figuring more prominently in sales. Most larger groups have been relatively quiet on the newspaper acquisition front; many of them, such as Knight-Ridder Newspapers Inc. of Miami and Times Mirror Co. of Los Angeles, have been dabbling in new electronic technologies.

PAPERS FOR SALE

60-year-old weekly $100M gross. Building. Recreational-agricultural area. Great town, great potential. Reply to Box 60-A.

Working investor wanted fo mid-sized county seat daily. Mus have newspaper experienc eventual buy-out and total own ership, a possibility or will co sider outright sale to the rig person. Owners have other bu ness interest. Located in sm historic town, close to growi suburban area. Zone 2. Princip only. Reply to Box 76-B.

Your own good references $10,000 cash down will buy -year-old mom/pop weekly les should net $ to pay out culation reply st Rep

Three-county seat weeklies plus shopper. $900,000 gross plus. Excellent growth area. Zone 5. Reply to Box 62-A.

dmg. Recr... area. Great town, great p... Reply to Box 60-A.

l established county seat daily, ge two story building, could ate one or two downtown artments. $95,000 down. Re- to Box 11-B.

mi-weekly, plus only other aper in high income county. wner paid taxes on $250,000 in st two years. Good two story uilding. Reply to Box 55-A.

Your good references and $7,000 cash down will buy 42- year-old weekly in Florida. Couple should net $23K or more. 10 years to pay out balance of $23K. Reply to box 49-A.

Kansas weekly serves community of 30,000 with growing retail base. Plant renovated within the past five years. Downpayment of $35,000. Principals only. Reply to Box 30-B.

Bi-weekly serving beautif Maine coastal area. Good pot tial. Only $25,000. Reply to 11-A.

Good references and $10 cash down will buy 6 mom/pop weekly ple should net years to pa $20,000

Old

Weekly in suburban sett to-date facility with room for e pansion. Reply to Box 11-A.

By Owner: Exclusive Kansas weekly in prosperous city of 5,500. Established 89 years. Sell for $500,000 gross. Requires 25% down. State financial qualifications. Reply to Box 32-A

Connecticut daily in growth area. Gross $75,000. $55,000, $25,000 down. Reply to Box 21-B.

Zone 5 century old daily paper, sound record bility, paid cir husband/wife te financial Box

Old newspapers never die, they just change hands

Brokers and newspaper company executives are quick to point out, though, that larger companies have not turned their backs on the newspaper business. With something of a shakeout going on in cable television and other telecommunications fields, newspapers generally remain attractive acquisitions.

Exceptions are long-established metropolitan dailies in competitive markets, such as the Cleveland Press, The Bulletin of Philadelphia, The Washington Star and The Courier-Express of Buffalo, N.Y. Their owners found it more financially advantageous to close the newspapers than to arrange a sale.

And the owners of the Chicago Sun-Times, who announced earlier this year that the paper is for sale, so far have not found the right buyer.

Selling a paper. But in general, daily newspapers attract interest from many prospective purchasers. Even rundown properties can expect to be looked at by people willing to consider trying to turn them around.

"Any daily newspaper can find a buyer," says broker LeRoy Keller.

But the decision to sell is almost always an "agonizing" one, brokers say. One reason is because the newspaper typically is intertwined with the community it serves.

"The family wonders, 'How will we be viewed in the town?' They must make a mental, moral, psychological decision, and they never do it easily," says newspaper broker Gerald O. Reilly.

Reasons for selling an independently owned newspaper fall into five basic categories.

- An aging owner is faced with disposing of a thriving property that no one in the family cares to run.
- A newspaper that once supported one small family has, over the years, come into the hands of a large number of heirs who are dissatisfied with the return on the business and who want to take out their shares for investment elsewhere.
- A newspaper needs heavy capital investment to remain competitive, and the owner is reluctant to take on debt of this magnitude.
- A publisher who has several newspapers may have to sell one to finance the costs of upgrading the others.
- Perhaps most common, a family may be forced to sell an inherited newspaper to pay estate taxes. Despite some favorable changes in estate tax law in recent years, family businesses still are valued for estate tax purposes at what they would bring on the open market—not at what they actually produce in income. This means families often lack sufficient cash to pay estate taxes on the death of a principal owner.

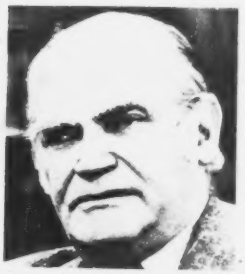
One typical case was cited by the newspaper business's Tax Law Action Group at a June hearing of a subcommittee of the Senate Finance Committee. The Salisbury (N.C.) Post, a family-owned daily with annual revenues of $4 million and earnings of $400,000, could face valuation of $20 million and a potential tax bill of up to $9.8 million upon the death of a principal owner.

Post Publisher James F. Hurley III says he doesn't expect such a catastrophic tax bill all at once because "no one owns more than 25 percent" of the newspaper's shares. He concedes, however, that the tax depends largely on how the federal government values those shares.

Len R. Small, a member and former chairman of the action group, says the slight decline in overall newspaper prices has not eased discrepancies between actual income and market value. In fact, he says, changing market conditions make it even more difficult for a family to anticipate exactly how much taxes will be.

For example, attorneys for the estate of newspaper publisher Samuel I. Newhouse filed a suit in September challenging the Internal Revenue Service's valuation of the Newhouse estate. (See story, p. 49.) The government claims Newhouse, who died in 1979, left a taxable estate of $961.6 million, but taxes were paid on only $90.9 million—the amount at which the heirs valued the estate. If the government claim is upheld, the estate could be liable for taxes and penalties totaling $914.2 million, an amount that might force the sale of some newspaper properties, Small notes.

Buyers abound. Any or all of the above pressures may come into play in an owner's decision to put a newspaper on the



"We move rather fast, and we don't trade too hard" in buying daily newspapers at the rate of one per quarter in recent years.

Roy H. Park
Park Communications

block. Among possible bidders are giant, publicly held corporations, closely held private companies, rich investors with fantasies of Citizen Kane and experienced newspaper professionals dreaming of William Allen White.

Newspaper companies include some 160 groups, from prominent ones like Gannett Co. Inc. of Rochester, N.Y., and Toronto-based Thomson Newspapers, whose top executives constantly cultivate lines of communication with prospective sellers, to tiny two-newspaper groups like Delphos (Ohio) Herald Inc.

Public corporations and private companies usually are on the prowl for acquisitions, largely because they view spending to acquire new properties as the best way to grow while at the same time lowering their tax bills.

A 1982 study by the Rand Corp. found that in spending retained earnings to buy more properties, a company not only avoids paying some taxes but also gains new property that can be depreciated for further tax savings. Rand researcher James N. Dertouzos reported that on the average, every dollar spent buying a newspaper generates a tax savings of 25 cents for the purchaser [presstime, March 1982, p. 52].

Among the most eager buyers in recent years has been Fort Smith, Ark.-based Donrey, a rapidly growing company that continued to buy newspapers throughout the recent recession. The reason for this strategy is simple, according to Executive Vice President Frederick W. Smith: "You buy newspapers when they are available."

Roy H. Park, president of Park Communications of Ithaca, N.Y., says his firm has been buying dailies at an average rate of one per quarter in recent years for the same reason. "We move rather fast, and we don't trade too hard," says Park, whose firm is scheduled to go public by the end of this year.

Some newspapers still are sold as a result of chance meetings between publishers, through contacts at professional meetings, from ads in trade magazines or because an intermediary representing a buyer presents a seller with an offer "too good to refuse".

A number of transactions, such as Donrey's recent purchase of the Columbia, Tenn., Daily Herald, are private deals arranged between buyer and seller with no intermediaries and no public disclosures. Terms are usually whatever best suits the seller—cash, stock from the purchasing company or some combination of the two. "It's very much a seller's market. I didn't need any go-between to come up with a good buyer and a good price," says Sam D. Kennedy, former Daily Herald owner.

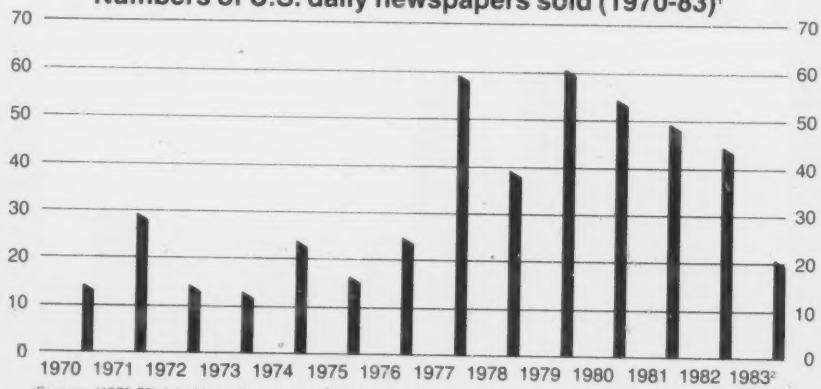
Securities analyst Morton, who works for the investment firm of Lynch, Jones & Ryan in Washington, D.C., says it is difficult to generalize about prices because sales are fewer and farther between than they once were, and because much of the price depends on individual market characteristics.

Brokers say a price averaging two to three times annual gross revenues for dailies, and one to one-and-a-half times revenues for non-dailies, is a reasonable expectation.

However, there are many exceptions. A Southern daily reportedly sold recently for five times annual revenues.

In contrast, Gillet Corp Inc. of Nashville, Tenn., reached an agreement in principle in September to acquire the Appleton, Wis.-based Post Corp. for $118.4 million. That price is only 1.4 times the company's 1982 gross revenues of $84.1 million, but Morton says it is reasonable for the group, which owns daily newspapers, non-dailies, broadcast stations and commercial printing plants in nine states. "Their newspaper properties are in the Midwest and Northeast," Morton notes, and those markets are viewed by potential buyers as not as promising as those in the Sun Belt.

Numbers of U.S. daily newspapers sold (1970-83)[1]



Sources: (1970-79) John Morton Research, (1980-83) presstime.
[1]Through mid-October

Wall Street gains foothold. One of the biggest dollar purchases of a newspaper company took place last year in Jacksonville, Fla. The sale was noteworthy not only because of the price Florida Publishing Co. fetched, but also because the sale was handled by an investment firm in bidding-war fashion.

Lehman Brothers Kuhn Loeb Inc., based in New York City, orchestrated a two-stage bidding process for the company, and it attracted some of the most prominent names in the newspaper business.

In the end, Morris Communications Corp., a private Georgia company with estimated 1982 media revenues of $117.6 million, spent an estimated $200 million for the firm, publisher of two dailies in Jacksonville and one in St. Augstine. That price was roughly 3.5 times the annual gross revenues of Florida Publishing, and the financing was so intriguing it was the subject of an analysis in Forbes business magazine.

Investment banking firms like Lehman Brothers gained a toehold in newspaper sales when large corporations accustomed to using them for other types of mergers and acquisitions began divesting their newspaper properties, explains Douglas H. McCorkindale, executive vice president and chief financial officer of Gannett and president of its Diversified Media Division. For example, E.I. DuPont de Nemours and Co. chose that method to sell its Wilmington, Del., newspapers to Gannett in 1975. And the previous owner of Florida Publishing was CSX Corp., a transportation and natural resources conglomerate.

Because such sales have been perceived as successful for sellers, the names Lehman Brothers, Morgan Stanley and Co., Goldman Sachs & Co. and others are appearing more frequently in connection with newspaper sales. Lehman Brothers handled the recently announced sale of The Houston Post, and that firm also is overseeing the offer to sell the Chicago Sun-Times.

While Goldman Sachs refuses to discuss its newspaper sales, a spokesman for Lehman Brothers says his company has much to offer a prospective seller. James W. Hood, director of marketing for the firm, describes Lehman Brothers as "the worldwide leader in mergers and acquisitions" whose employees are well-versed in the interests, assets and corporate strategies of "tens of hundreds" of major corporations.

According to Hood, the firm can appraise a newspaper's value; advise whether to sell properties separately or as a package; make the the papers' availability known to a list of prospective buyers; obtain bids from the buyers in a competitive process that Hood says often will bring higher offers than other methods; figure out which terms are most advantageous, in the long run, to the seller; and, if necessary, help arrange financing. For these services, the firm receives a fee that Hood declines to disclose.

"One owner said, 'I want to sell for the highest price, and I don't want any of this nonsense about editorial quality.' "

Lee Dirks
Detroit broker

The role of brokers. The use of investment banking firms, with their "one-stop service" on accounting, legal and sales questions, has helped transform what for generations was a quiet, gentlemanly process of selling newspapers—newspaper brokering.

"Honesty," "integrity" and "expertise" are the terms newspaper brokers use to characterize their business. Another hallmark of the trade is discretion. They almost never speak candidly on the record about clients or potential clients.

Brokers themselves are a somewhat mysterious breed of professionals. Although more than 40 advertise annually in the *Editor & Publisher Year Book*, only half of that number work regularly as newspaper brokers, and a mere half-dozen are responsible for most newspaper sales. All the leading brokers are male and almost all operate one-man shops.

"Clients want to deal with one person, not someone on a staff," Reilly, a Rochester, N.Y.-based broker, explains.

"It's a very personal business," says veteran broker Keller.

Brokers say it doesn't much matter where home is because they spend as much as 50 percent of their time on the road. Thus, their offices are scattered in diverse locations, from Park Avenue in Manhattan and the Renaissance Center in Detroit to Shawnee Mission, Kan., and Montclair, Calif.

Mel Hodell, the Montclair broker, specializes in California newspapers. He has a real estate broker's license and a license from the California Department of Corporations as a broker-dealer, but he is an exception. Most newspaper brokers, unlike real estate brokers, are not licensed because the states in which they operate do not require it.

Newspaper brokers have no professional association, and they claim only vague awareness of each other. "We're all such independent cusses," says Lee Dirks of Detroit.

They usually have many years of experience in the newspaper field, although their backgrounds vary. For example, Dirks was a reporter and a securities analyst; Robert N. Bolitho owned and published four Kansas newspapers; Gerald O. Reilly was a newsprint broker; Leroy Keller was a vice president and general sales manager for United Press International.

Brokers generally enter the field with extensive contacts that they maintain and enlarge through visits to publishers and through attendance at newspaper business meetings. Although some occasionally handle broadcast, magazine or cable sales, most newspaper brokers stick to daily and non-daily newspaper sales because that's where their expertise is.

While the typical newspaper publisher may know everything there is to know about his own operation, brokers say that knowledge does not necessarily equip him or her to set a proper market price for a newspaper. For example, Dirks recalls a case where family members underesti-

- **Billy Morris profiled, p. 28**
- **Small family groups sketched, p. 47**

mated their paper's value by $10 million.

The traditional brokerage commission is 5 percent of the purchase price, but under the strain of today's multimillion dollar prices, that has been modified. The standard now is 5 percent of the first $1 million, 4 percent of the second million, 3 percent of the third, 2 percent of the fourth and 1 percent of subsequent millions. Thus, in a $10-million sale, the broker would net $200,000.

In some cases, prices are so high that brokers as well as sellers stipulate that payments be stretched over several years to reduce tax liabilities.

While they declined to give figures, brokers say their business is a lucrative one for the handful who pursue it full-time.

To keep it lucrative, brokers strive to stay attuned to the various melodies of the newspaper marketplace. Gannett, for example, looks primarily for dailies with circulations of 20,000-75,000, although it also has made larger purchases, like The Cincinnati Enquirer and Honolulu Star-Bulletin. Knight-Ridder is on the lookout for properties in the 100,000-200,000-circulation range in promising markets. Park Communications, on the other hand, concentrates on dailies with circulations of 10,000-20,000, as well as non-dailies with potential to become dailies.

Brokers say they track these preferences more closely than any non-specialized firm could and thus can eliminate unlikely prospects and offer a seller a list of *bona fide* potential buyers.

Conversely, brokers also are retained on occasion by these potential buyers. Individuals or companies will approach a broker for assistance in a search for a particular type of newspaper. A broker then uses his contacts to select possibilities, sometimes sounding out owners long before a sale actually takes place. In other cases, a buyer knows exactly which property he or she wants but uses a broker who knows the owner to make the initial contact.

Because brokers generally are not attorneys or accountants, sellers must rely on other professionals for legal and financial advice for sales, and buyers usually arrange their own financing with banks they have used in the past. The actual transfer of property typically takes place in the office of the seller's attorney, with fewer than a dozen people in attendance.

Aside from commissions on sales, brokers earn flat fees for performing appraisals, consulting work and other services. Dirks, for example, annually tracks 350 different newspaper operations, a number that includes the remaining independent daily newspapers with more than 10,000 circulation, plus non-daily groups with total circulations of more than 100,000. He uses a computer model to evaluate more than 30 criteria of the newspapers and their

Absentee owners: Good or bad for community?

By Robert M. Shaw

Is there any value in a newspaper being owned by a person who lives in the same community the newspaper serves?

Do locally owned newspapers tend to be better, more responsible, journalistically different from those owned by people who don't live in the community?

Robert M. Shaw

Is the behavior of most managers of group-owned newspapers different from the behavior of single-newspaper owners who live in town?

If there is any value at all in local ownership of any mass communications medium, what exactly is it?

I suppose I belong to the "old school" of newspaper people who simply assumed there was value to local ownership. We didn't have any proof of this; we just assumed it. We didn't think about it, didn't question it any more than we'd question the First Amendment.

Just the same, the principle of local ownership was reinforced from time to time by some articulate people who asserted roundly that yes, by golly, there *was* value in such ownership. The value lay in the total independence of the publisher to say or do anything he or she thought ought to be said or done. I can recall a couple of stirring speeches made on this point.

No more. Some things changed in the late 1960s and '70s. The people changed. The character of state association meetings changed, and I think there is an important message in the change.

When I got into newspaper association work in the early '60s, I quickly learned that it is an awesome thing to face a room filled with newspaper publishers: most of them men, all self-made in the best Horatio Alger tradition, all big frogs from little ponds, most having no hesitation about speaking out about any subject.

The meetings I refer to were groups of 15 to 50 publishers, almost all of them from weeklies, who were called by their state association for broad discussions of association policy. We had some wide-open and even raucous meetings. I got to enjoy them.

But things started to change in the '70s. I noticed that the meetings were getting calmer. The ornery cusses—the men who used to embarrass everybody with their ignorance and bad manners—gradually left the scene. Instead, there were more and more well-dressed young men out there who sat and smiled, said nothing, but took lots of notes on yellow, legal-sized pads.

What was happening, of course, was the replacement of the "ornery cuss" press by trained managers. It was more difficult to get responses from this mixed group. The well-dressed young men said little or nothing about policies under discussion because they weren't authorized to do so. They took notes instead and then, back home, telephoned company headquarters for counsel and advice.

All but four dailies in Minnesota were bought by multiple owners. Ownership of suburban papers, too, consolidated. In the late '70s, some large, county-seat weeklies started to sell out to groups. Some of my friends told me they had been getting repeated telephone calls from distant people who promised fantastic sums for the sale of their newspapers. One of these, O.B. Augustson, who owned a substantial part of The Willmar Daily Tribune, said he was visited several times by people who, Bibli-

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Shaw, manager emeritus of the Minnesota Newspaper Association, currently is engaged in various writing projects.

markets. The resulting reports are sold to a limited number of prospective buyers.

Advantages. Transactions handled by brokers often are completed before the public—or newspaper employees—even know a newspaper is for sale. In contrast, Dirks says, widely publicized auction sales such as that of Florida Publishing Co. can be unsettling both to staff and to the community. During the weeks or months while buyers haggle and rumors swirl, "there is a lot of discombobulation," he says.

What's more, brokers say, investment firms gathering bids are not able to take into consideration non-financial factors—such as finding a buyer who will operate a newspaper in a way the seller approves of—and to tailor the sale accordingly.

"I know of one owner who said, 'I want to sell for the highest price, and I don't want any of this nonsense about editorial quality,'" recalls Dirks, "and I know of another who screened potential buyers like someone who was going to marry his daughter. A few companies place a very heavy emphasis on editorial matters, while others place their emphasis on the bottom line."

A few newspaper owners who want to maintain their newspaper's community ties have sold their properties to employees. The outcome has been mixed [presstime, Aug. 1983, p. 36].

In other cases, the sales agreement has stipulated a certain level of involvement by the seller after the transaction or of protection for long-time employees.

While announcements of newspaper sales commonly carry the statement, "No major changes in policies or personnel are planned," newspaper buyers vary tremendously in how much they ultimately change the papers they purchase. While many companies routinely replace key executives with their own people, others, like Park, frequently encourage former owners to remain as publishers, editors, consultants or board members.

At Gannett, sellers often end up as owners of considerable blocks of Gannett stock and also in key company roles. Louis A. Weil III, now Gannett's senior vice president planning and development, is a member of a family that owned newspapers until Gannett acquired the family firm, Federated Publications, in 1971. Weil, like his father, joined the media giant, and he has this to say of the papers today: "I think they're better products, better operated and with better news products."

But not always have there been such positive feelings after an individual or a family sells out to a group.

In another case involving Gannett, the company was sued for allegedly breaching an agreement concerning editorial control of The New Mexican in Santa Fe, a daily it purchased from Robert M. McKinney in 1976. Both McKinney and Gannett have

cally speaking, "took me to the top of the mountain and said 'Look. Before you are all the kingdoms of the world. All this is yours if you'll just sell me the paper.'."

We decided to raise the issue of local ownership among our members at a series of five district meetings. At each one, I sensed something was wrong when I started to talk about local ownership. I made it clear that although I personally favored local ownership, neither I nor the association had any idea what to do about it. An important change was taking place, I claimed, and said the publishers should be aware of what was happening.

Nobody wanted to talk about it. Part of the reason, of course, was that there were representatives of newspaper groups in the room. I half-expected, though, that given the uninhibited nature of newspaper people, somebody would have jumped up and given me the benefit of an opinion or two.

The light dawned during our next-to-the-last meeting. I was describing the offers that some of my friends had said they received. A man sitting in the back row, whom I knew well, his chair propped against the wall, waved silently to me and then pointed to his own head as if to say: "Me too! I've got one too!"

I guess it was the great, big smile on his face that made me see the light. All of a sudden, standing up there in front of those publishers, many of them my friends, earnestly trying to describe what I knew, I saw it. Nobody wanted to talk about group ownership because whoever in the room hadn't already been bought out or was currently negotiating was waiting—hoping—to be asked!

Most of them were men who had worked very hard publishing newspapers, some being able to recall that long, long, deadly night work in the old letterpress days. Many of them were tired.

Following that meeting, we did have, for a year or so, a special committee to study ways of promoting independent ownership. One of the members of this committee (a publisher of a family-held daily) spent a lot of time working with congressmen on tax laws which he claimed (and I agree) are close to the cause of this problem.

But something else was operating here too, and that's the power of lots of money. When you have a person who has worked long and hard, whose children show no interest in taking over the paper, and who knows one's editorial pizzaz is gone, never underestimate the power of a million bucks—or even $500,000—when it walks in the front door.

When the golden-throated broker or lawyer from a group paper holds out the prospect of going to Maui for life, don't let anybody get in the way.

And now to the central question: Are group-owned papers better or worse than independent, one-owner ones?

I've talked to some thinkers in our journalism schools about this and have picked up a new reason why group papers can be better: An independent owner tends to develop conflicts of interest just from knowing and liking people in his community. He comes to regard his paper as a house organ for his community and not a dependable source of facts. Managers of group papers, on the other hand, don't have to kowtow to local power structures. They are freer to practice independent journalism than owners who live in town.

Do groups take out more than they put into communities?

Are group papers improved by having more resources, better training, a more solid economic base?

I don't know. I don't know how anyone could be sure.

But I am sure of one thing: Something valuable went out of our newspaper tradition when managers taking notes replaced the old, ornery, independent cusses who once characterized the American press. Their worst was embarrassing, but their best was better than what we have now; and, if I may refer to Shakespeare, we are not blessed in the change.

On the day he announced acquisition of The Tribune, Oakland Publisher Maynard (left) celebrated with (from left) his wife Nancy C. Hicks, board member Shirley Temple Black, Chief Financial Officer Fred O. Wetton, and board members Warren Lerude and Robert M. Fisher.

appealed portions of an order by federal Judge Santiago Campos to return ownership of the paper to McKinney.

A more recent negative example followed the 1981 sale of family-owned The Kokomo (Ind.) Tribune to Thomson Newspapers. The former editor complained bitterly in The Quill magazine that the editorial product was being damaged by the new owners. Thomson executives reply that the paper is better today than it was before, and that even before the sale the Tribune was being battled by a weekly started by another former Tribune editor who claimed the daily had lost touch with readers.

But even though most brokered newspaper sales do not touch off such animosity, brokers' claim of an edge in providing satisfaction to both sides in a sale has not protected them from hard-charging investment firms and banks.

Although individual brokers maintain there will always be enough business to see them comfortably to the ends of their careers, one said in a not-for-attribution comment that brokers of daily newspapers are a dying breed.

Analyst Morton agrees that brokers eventually will be extinct, not only because of increasing competition but also because sooner or later groups will control nearly all daily newspapers.

According to Robert. Lane, statistician for Morton's firm, the percentage of U.S. daily newspapers owned by groups has grown from 60.8 percent in 1978 to 68 percent today. The percentage of daily circulation controlled by groups is even higher, 76.2 percent.

Morton estimates that within 10-20 years, the only daily newspapers not under group ownership will be those whose owners simply refuse, for philosophical reasons, to sell. When that time comes, acquisitions of large groups of non-dailies, already surging, will occupy even more of center stage, Morton predicts.

Groups as sellers. Even groups sell newspapers occasionally. Most often, the

newspaper is one that came as part of a package and is too small, too remote or otherwise does not fit the profile of the company's established holdings. Such an oddball property usually is unloaded to another group that specializes in those kinds of newspapers.

In other cases, a company that excels in running large newspapers confidently enters smaller markets expecting to work wonders. While The New York Times Co. and Tribune Co. of Chicago have enjoyed success with such ventures, others have wound up selling their new acquisitions within a few years. That happened to Affiliated Publications, owner of The Boston Globe, after it bought The Transcript in North Adams, Mass.

The Washington Post Co., which has one very profitable metropolitan daily, has had mixed results with smaller properties. While the Post's Everett, Wash., daily is judged a success, the company sold The Trenton (N.J.) Times in 1981 after seven years of ownership during which the paper lost millions of dollars.

Another reason for sales by groups is compliance with federal directives. Gannett's McCorkindale says his firm normally sells newspapers only when it is forced to because of possible antitrust problems or because of Federal Communications Commission regulations, as with the recent sale of The Tribune of Oakland, Calif., to Publisher Robert C. Maynard.

Although The Tribune, as a metropolitan daily in a competitive market, never did fit the image of the typical Gannett paper, the announced reason for the sale was an FCC rule that required the company to divest in order to buy a television station in the same market. The sale of KRON-TV of San Francisco subsequently fell through, but The Tribune sale stands. (See story, p. 50.)

Most newspaper business executives do not believe Maynard's purchase of The Tribune signals the start of a trend, but some brokers say it is not inconceivable for more individuals to take over newspapers from groups.

Walter B. Grimes, a broker based in Washington, D.C., says that as broadcast audiences splinter and the computer revolution continues to make newspaper operations more efficient, more individual entrepreneurs may be encouraged to get into the newspaper business.

"Probably out of 100 percent of (prospective) first-time buyers, 75-80 pecent are not qualified." After "talking to me, they realize that."

Mel Hodell
California broker

Individual buyers. For now, most individuals simply are priced out of the daily newspaper market. More realistic possibilities are small non-dailies outside metropolitan areas.

California broker Hodell says that whenever someone approaches him about buying a newspaper, he questions him or her about three things: experience and capability in the newspaper business, personal interests and desire to run a newspaper, and financial capability.

"Probably out of 100 percent of (prospective) first-time buyers, 75-80 percent are not qualified. By the time they get through talking to me, they realize that," Hodell says.

Other brokers agree that individuals routinely underestimate the amount of capital they will need, not only for the purchase but also as a reserve for future equipment or expansion. The newsroom hand who aspires to own a paper also might not realize the demands on time and skill required of community-newspaper publishers. "They must be jacks of all trade—advertising, accounting, production," Hodell says.

And, as Washington broker Grimes points out, many big-city journalists accustomed to salaries in the $40,000 range overestimate the income they can expect from a non-daily publication.

Moving from the big city to a rural area with few amenities may be a shock, too.

But for those with the right kind of experience and the willingness to go wherever properties are available, a down payment of $25,000-$50,000 can turn a mere employee into a publisher. Commonly, the seller will finance the balance of the deal, with payments over 10 years.

Sometimes, buyers ignore warnings and advice and buy a newspaper on a shoestring. The usual result, Hodell says, is that the buyers "stay in business six months to two years and then sell."

Even buyers who are willing to make a longer-term stab at small-town newspapering may find the dream is not worth the cost. David and Cathy Mitchell bought the Point Reyes Light in Marin County, Calif., with $50,000 in 1975 and by 1979 had won a Pulitzer Prize for public service. Circulation never rose above 3,300, however, and the financial and career strains were a factor in the couple's eventual divorce. They sold the paper in 1981.

Despite such unhappy examples, the demand for newspapers remains strong. Brokers and newspaper executives see no signs it will lessen or that prices have reached a peak. As brokers are fond of pointing out, a fair price for anything is whatever one party is willing to pay and another party is willing to accept.

For the foreseeable future, newspapers are expected to remain a scarce and sought-after commodity. □

Court rejects JOA case but will rule on ads, libel

The U.S. Supreme Court has refused to hear an appeal of the joint operating agreement between The Seattle Times and the Seattle Post-Intelligencer.

But it agreed to hear another case from Seattle dealing with rights of a newspaper to publish information learned in the discovery stages of a libel suit against it, and a case challenging a liquor advertising ban in Oklahoma.

The high court also dealt with four other press-related cases.

In Seattle, opponents of the nation's 24th JOA in *Committee for an Independent P-I v. Smith* challenged the constitutionality of the 1970 Newspaper Preservation Act that allows formation of joint operating agreements [presstime, Oct. 1983, p. 12].

Daniel C. Brewster, publisher of a 27,000-circulation weekly in Seattle and a lead opponent of the JOA, said he was "disappointed" over the court's action. However, Brewster said the detailed and lengthy court battle may serve to prevent "easy mergers in the future."

In the other Seattle case, the high court said it will hear *Rhinehart v. Seattle Times*, dealing with the question of whether newspapers sued for libel may publish information obtained from the plaintiff in discovery stages of the case. A trial court had ordered Keith Milton Rhinehart, leader of a spiritualist church, to divulge information about the church. The order also said the Times may not publish anything it learned when Rhinehart obeyed the instruction. Both sides appealed.

The liquor advertising case the court will hear, *Cablecom General Inc. v. Crisp*, developed when the 10th U.S. Circuit Court of Appeals upheld Oklahoma's ban on liquor ads brought into Oklahoma via out-of-state cable TV programming. ANPA filed a friend-of-the-court brief, arguing that the decision is contrary to previous court decisions because it prohibits truthful, nonmisleading advertising for a lawful product.

In the four other cases, the court:

• Agreed to hear *Spray-Rite Inc. v. Monsanto*, in which the court is asked to overturn a law that makes it illegal for manufacturers to establish prices that independent distributors will charge for goods. The outcome of the case could have an impact on newspapers' relationships with independent contract carriers who buy the newspaper for resale to readers. Under current law, newspapers have no control over how much those carriers charge [presstime, Oct. 1983, p. 4].

• Agreed to hear *U.S. Department of State v. The Washington Post Co.*, in which the State Department has appealed a Freedom of Information Act case. A lower court ruled that the Post may have access to records of an emergency fund controlled by the secretary of state.

• Agreed to hear *Federal Communications Commission v. League of Women Voters*. The government has asked that federal law be upheld prohibiting editorializing by radio and television stations that receive federal funds through the Corporation for Public Broadcasting.

• Agreed to hear *Patton v. Yount*. A Pennsylvania district attorney has protested a federal appeals court decision overturning a murder conviction after the defendant claimed pretrial publicity denied him a fair trial. The district attorney said the appellate court should have been bound to accept a Pennsylvania Supreme Court determination that the trial was fair. □

Another antitrust suit filed; Omaha case settled

Another daily newspaper has been sued for alleged antitrust violations in connection with its total-market-coverage program.

But a longstanding suit against the Omaha (Neb.) World-Herald Co., which was being watched closely by the newspaper business, was settled and dismissed Oct. 12 in U.S. District Court, Lincoln, Neb. The plaintiff in that suit—Sun Newspapers Inc.—went out of business Oct. 4.

In the new case, The Little Dealer, a 27,500-circulation free shopper published in Indiana and Armstrong counties, Pa., sued the paid-circulation Indiana (Pa.) Gazette in U.S. District Court, Pittsburgh, over a shopper the Gazette publishes and mails to non-subscribers.

The plaintiff alleged that the ad rates charged by the Gazette "cannot possibly cover the cost of publishing The GazettExtra, let alone provide for a profit." The Little Dealer said its column-inch ad price was $5, while the Gazette's price was as little as $3 for space in its TMC vehicle and $1 more if the ad is run in both the paid and free publications.

Also alleged is that the Gazette unlawfully tried to use its monopoly position in the market to drive The Little Dealer out of business. The plaintiff started publication in June 1982, about nine weeks before the GazettExtra was launched.

Gazette attorney Jonathan E. Thackeray said the case "will be vigorously contested."

The case is characteristic of a new breed of litigation involving paid newspapers' marketing and distribution activities [presstime, Oct. 1983, p. 4].

In the recently settled case, Sun Newspapers had alleged that the World-Herald Co.—which in addition to Omaha's daily newspaper owns a printing company with a "marriage mail" operation—illegally monopolized the market for local print advertising.

The World-Herald denied the allegations and maintained that Sun Newspapers would have been in the same financial bind even if another firm owned the marriage-mail service. The 20-year-old Sun company is believed to have lost money for most of the last seven years.

The company started as a shopper publisher, but went on to publish weeklies renowned for editorial content. In fact, the Omaha Sun won a Pulitzer in 1972.

Owner Bruce Sagan of Chicago declined comment on the reasons for the shutdown.

The two companies issued a joint statement following the dismissal of the case in federal court, saying: "In view of the expense of litigation and the disruption of their ongoing business activities, the parties have agreed without any admission of wrongdoing or liability to compromise and settle their dispute."

Terms of the settlement were not disclosed. □

Mixed findings on courtroom cameras

Hearst survey reveals public support of 'shield' laws

Americans are split on whether cameras should be allowed in courtrooms, but a majority believes reporters should be permitted by law to keep the identity of sources secret, according to a national survey conducted by The Hearst Corp.

Frank A. Bennack Jr.

The survey of public understanding of the judicial system and attitudes toward press rights under that system confirmed that people get most of their information about the courts from the media, but it also uncovered startling flaws in the American people's knowledge of fundamental legal principles and structure.

Half of all respondents mistakenly said it is the responsibility of a person accused of a crime to prove his or her innocence. And most of those surveyed failed to identify the chief justice of the United States.

Frank A. Bennack Jr., president and chief executive officer of Hearst, said he was particularly concerned about the finding that most people did not realize they are innocent until proven guilty, one of the basic rights guaranteed Americans.

He called for "immediate remedial action" on the part of "everyone concerned with educating and informing the public—the courts, the media, the schools"—to correct "this grievous situation" in public understanding.

The survey showed that most respondents, 57 percent, favored allowing journalists to keep their sources confidential. However, 36 percent disagreed, opposing reporter privilege on confidentiality, while agreeing that journalists should be forced to identify their sources in compliance with a court order. Results showed reporter privilege was favored by 66 percent of political independents, 64 percent of Democrats and 52 percent of Republicans.

Americans were almost evenly split on whether cameras should be allowed in the courtroom, with 45 percent in favor and 48 percent against.

Bennack reported the results in a speech Oct. 21 in San Antonio to the National Conference of Metropolitan Courts. The survey, titled "The American Public, The Media and The Judicial System," involved telephone interviews with 983 men and women. The respondents were scientifically selected by a national polling firm, Research & Forecasts Inc., to reflect various demographic groups across the nation. The possible margin of error on percentages will range from 1.9 percent to 3.2 percent, the pollsters said.

Fifty-four percent of respondents said they "frequently" get information on courts from television news; 51 percent said from newspapers; 28 percent, radio news; and 19 percent, "television drama."

Bennack said the "single, most startling discovery in the Hearst survey, is the revelation that fully half of the American public, exactly 50 percent, does not understand or appreciate the legal concept of innocent until proven guilty."

Only 23 percent of respondents older than 65 said it is untrue that accused people must prove their innocence. But 62 percent between the ages of 25 and 34 knew the statement is untrue.

Sixty-nine percent of college-graduate respondents knew the statement was untrue, compared to 50 percent of high school graduates and 19 percent with an eighth-grade education or less.

Also, while 66 percent of respondents correctly identified Thomas P. "Tip" O'Neill Jr. as speaker of the House, only 41 percent knew that Warren E. Burger is a "judge" rather than a congressman or member of the Cabinet. Forty-one percent did not know who Sandra Day O'Connor is, and 65 percent were stumped when asked the identity of Lewis F. Powell Jr.

A 1977 study conducted for the National Center for State Courts also revealed a low level of awareness about the American judicial system. "Regrettably, little seems to have changed" since then, Bennack said. "Americans today still have a serious misunderstanding about some of our most basic legal concepts and the operations of our judicial system. Things have not gotten better." □

Court briefs

The U.S. Circuit Court of Appeals, District of Columbia Circuit, has agreed to review one of its judge's rulings that **editorial opinion may be libelous** if the writer does not present sufficient facts for "perspective" or if those purported facts are inaccurate.

The appeals court granted an *en banc* hearing in the suit filed by a political science professor against syndicated columnists Rowland Evans and Robert Novak [presstime, Sept. 1983, p. 15].

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Maryland's highest court ruled that reporters who use names of sources in stories **lose protection of the state's shield law** when asked to testify about those sources.

The Court of Appeals upheld a Prince George's County Circuit Court order that reporter Loretta Tofani of The Washington Post testify before a grand jury about alleged rapes in the county jail, a topic on which Tofani wrote a Pulitzer Prize-winning series.

Tofani and the Post had argued that the reporter, under Maryland law, has a "qualified privilege" not to testify.

The Post said it would not appeal the decision.

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The California Supreme Court upheld a **libel decision** against the National Enquirer in a suit filed by comedienne Carol Burnett.

But the court also refused to raise the money award to Burnett, who argued that the $200,000 she is supposed to receive is not enough to deter the Enquirer from publishing libelous stories in the future. Nor is it enough to pay costs to bring such a suit, she said.

The California Appeals Court earlier had lowered punitive damages from $750,000 to $150,000. A $50,000 compensatory damages award was allowed to stand. The original jury award to Burnett in 1981 was $1.3 million in punitive and $300,000 in compensatory damages [presstime, Aug. 1983, p. 10]. □

Committee's bill would give CIA some FOIA relief

The Senate Select Committee on Intelligence has approved a bill to give the Central Intelligence Agency a partial exemption from the Freedom of Information Act.

Spokesmen for most press organizations called the bill a "vast improvement" over the original version.

The bill would exempt certain "operational" files located in three divisions of the CIA—the Directorate of Operations, Directorate for Science and Technology, and the Office of Security.

In calling for such a law, the CIA has said it would prevent highly trained agency employees from wasting time searching for and reviewing documents that the CIA traditionally has not released under the FOIA anyway. The workers could instead turn their attention to the backlog of FOIA requests for information that may actually be released, the intelligence agency reasoned.

The partial exemption approved by the Senate panel Oct. 4 is less than the total-agency FOIA exemption the CIA once sought.

Among changes generally welcomed by the press were amendments to provide for some measure of review by the courts and to specify more precisely what type of operational file will be exempt from search and review under the FOIA in each of the three CIA divisions.

The committee bill "is a vast improvement" from the original proposal, said Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi. "It really appears to be little more at this point than an attempt to alleviate the administrative burden at the CIA in FOIA compliance."

Agreeing that the bill had been much improved were ANPA and the American Society of Newspaper Editors. "It is not a perfect bill, but it is far superior to what was originally introduced," said Richard M. Schmidt, ASNE general counsel.

However, Jack C. Landau, executive director of the Reporters Committee for Freedom of the Press, continued to be critical of the bill. In particular, he criticized as ineffective a change that would provide for search and review of files used in investigations of CIA misconduct.

"If the CIA is violating published presidential policy, State Department policy, its own regulations, executive orders, federal law or the Constitution, it is still protected under this bill," he said.

Committee staff expect the bill will be acted on by the full Senate before the end of the year. Similar legislation is pending before the House Permanent Select Committee on Intelligence but no action has been scheduled.

In another FOIA-related development, ANPA and ASNE have attacked a proposal from the Office of Management and Budget that the Privacy Act be considered one of the statutes under which federal agencies may deny access to records under the FOIA.

In their Sept. 29 comments, the press groups specifically took issue with OMB's statement that a majority of the courts that have reviewed the relationship between the two statutes concluded that the Privacy Act provides an exemption from the FOIA.

The press groups said three federal circuit courts of appeal, including the District of Columbia Circuit where the majority of the FOIA cases are heard, disagreed with the OMB's interpretation, while only two supported it. The conflict between the circuits, they said, can be resolved only by the U.S. Supreme Court or by legislation, not administratively by OMB. □

Senate votes to delay 'lifetime censorship' rules

The Senate voted Oct. 20 to put a six-month hold on President Reagan's plan to require government employees with access to highly classified information to submit for "prepublication review" anything they write after leaving public service.

The plan is part of the President's directive aimed at stopping leaks of classified information.

The Senate action to delay "lifetime censorship" rules came shortly after newspaper groups expressed opposition to the President's directive.

The measure to delay the directive on former government employees but retain restrictions on current employees was approved 56-34. The action was taken as an amendment to another measure that next goes to a House-Senate conference committee for reconciliation.

The amendment's authors were Sens. Charles McC. Mathias (R-Md.) and Thomas F. Eagleton (D-Mo.), both members of the Governmental Affairs Committee that held hearings on the presidential directive in September [presstime, Oct. 1983, p. 14].

Two days prior to the Senate vote, ANPA and the American Society of Newspaper Editors protested the directive at a hearing in the House of Representatives.

Speaking on behalf of both organizations, Charles S. Rowe, chairman of the ANPA Government Affairs Committee's First Amendment/Freedom of Information Working Group, called the directive "another building block in the wall that this administration appears to be building to shut off the flow of information to the public."

He told the Legislation and National Security Subcommittee of the Government Operations Committee that hundreds of books, newspaper columns, lectures and magazine articles would have to be reviewed and cleared annually under the directive.

It is "mind-boggling" to think of the "massive bureaucracy" that would have to be created to handle prepublication review, said Rowe, editor and co-publisher of The Free Lance-Star of Fredericksburg, Va.

If an administration can "censor the comments and criticisms of its predecessors, the potential for political mischief is frightening," he said. □

Cigarette ad bill approved

The House Subcommittee on Health and the Environment has approved a bill to replace the existing health warning in cigarette advertising with three new warnings in a new format. No action has been scheduled in the full Energy and Commerce Committee. □

ANPA committees urge opposition to parts of bill to regulate cable TV

The ANPA Government Affairs Committee has urged the Association's Board of Directors to oppose four provisions of a bill to regulate cable television.

The bill has been drafted by members of the telecommunications subcommittee of the House Energy and Commerce Committee, and the provisions in question would:

- Prohibit additional cross-ownership of daily newspapers and cable systems in the same community
- Permit government ownership of cable systems
- Mandate the designation of some cable channels for commercial use by firms other than the cable system operator
- Restrict the collection and use of information on cable subscribers.

The action came at the ANPA committee's Sept. 27-29 meeting in Washington, D.C.

A week later, the Association's Telecommunications Committee took similar action, recommending that the four provisions be opposed but that otherwise the bill generally be supported. Those recommendations also were forwarded to the Board.

The bill, HR 4103, was introduced in the House Oct. 6 and mirrored a draft that the two ANPA committees had before them at their semi-annual meetings [presstime, Oct. 1983, p. 23].

Introduced by subcommittee Chairman Timothy E. Wirth (D-Colo.), the bill has 23 cosponsors, including seven members of the subcommittee. It will serve as the basis of hearings in the subcommittee. The Senate passed a cable regulatory bill in June [presstime, July 1983, p. 30].

At its meeting, the Government Affairs Committee also:

- Discussed S 1917, a bill introduced Oct. 3 by Sen. Bob Packwood (R-Ore.) to repeal the broadcast rules on reasonable access and "equal time" standards for political candidates and the fairness doctrine [presstime, Sept. 1983, p. 11]. The committee reiterated the Association's position supporting efforts to maximize the freedom of the electronic media from government content regulation. At its meeting, the Telecommunications Committee took similar action.
- Expressed "significant concern" about a meeting of representatives of international press organizations on the issue of identification cards for journalists in war-like situations, and recommended that the ANPA Board re-state its opposition to proposals that would involve or appear to involve governmental licensing of journalists. (See story, p. 19.)
- Recommended that the Association develop materials to inform state legislators and others about VDTs and "their level of safety" in the workplace. (See story, p. 22.)
- Heard Thorne G. Auchter, head of the Occupational Safety and Health Administration, who said that OSHA's proposed "hazard communication" rule, which would require the labeling of hazardous chemicals in the workplace, was being reviewed by the federal Office of Management and Budget.
- Heard Sen. Ted Stevens (R-Alaska), chairman of the Subcommittee on Civil Service, Post Office and General Services, who expressed the hope that any increase in postal rates can be put off until 1985.
- Heard Sen. Patrick J. Leahy (D-Vt.), a member of the Judiciary Committee, who pledged to filibuster against any bill that would be an "egregious" assault on the Freedom of Information Act. □

OSHA's Auchter (right) talks with Publisher Richard Warren of Bangor (Me.) Daily News.

Foundations denied divestiture relief

The House Ways and Means Committee, considering measures to clarify the taxation of private foundations, has declined to provide the relief sought by three such foundations that own daily newspapers.

Because of a provision in a 1969 tax law, the foundations must divest 50 percent of their holdings in the papers by 1989.

That so-called "excess business holdings" provision limits private foundations to ownership of between 20 and 35 percent of any business and sets a timetable for divestiture. The foundations have asked for exemptions from this part of the law.

The Ways and Means Committee Oct. 6 decided not to recommend any change in the divestiture requirement.

The three newspaper foundations are The Houston Endowment Inc., which owns the Houston Chronicle; the Public Welfare Foundation Inc., which owns the Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times; and The Day Trust, which owns The Day in New London, Conn. [presstime, Oct. 1983, p. 14]. □

Illinois governor sends FOI bill back to legislature

Illinois Gov. James R. Thompson has balked at signing into law what would be the state's first Freedom of Information Act.

Instead, Thompson Sept. 23 issued what is called an "amendatory veto" of the bill. In essence, that constitutes approval of the bill with the governor's changes. The action sent the measure back to the Illinois Legislature. By late October, the House of Representatives had approved the changes, but the Senate had not acted. It was expected also to go along with the changes.

Among the changes made by the governor were the removal of penalties for noncompliance and an addition to the list of circumstances in which agencies may have an extended response time.

The Illinois Press Association did not seek to override the veto. According to Executive Director David R. West, the association will seek changes if problems develop after the law takes effect. □

Shopper protests TMC's use of 2nd-class mail

By C. David Rambo
presstime staff writer

A shopper company in Northeastern Minnesota has filed suit against the U.S. Postal Service in an effort to dislodge postal regulations that apparently allow paid, second-class newspapers to mail extra copies free to non-subscribers at low second-class rates.

The company, Manney Inc. of Hibbing, Minn., has asked the U.S. District Court in Duluth to enjoin the Postal Service from allowing the twice-weekly, paid-circulation Pine Knot and Billboard of Cloquet, Minn., to provide total market coverage under second-class.

The practice so far is used by only a handful of newspapers in various forms. They report success with it and predict wider usage.

Some members of the ANPA Postal Committee, which met Oct. 19-20 in Washington, D.C., expressed concern about using second-class mail for delivery of free TMC vehicles. They said second class historically was intended for delivery of paid publications, not free TMC vehicles.

A task force was established to study the issue.

The TMC technique in question is being used under one of the postal rules for second-class eligibility—the so-called "50-percent-plus-one" rule. It requires, for a newspaper to be granted the low rates and good service of second-class, that the publication sell most—at least half plus one copy—of all its circulation.

Newspaper-business postal experts say that means a newspaper with paid circulation of 10,000, regardless of whether copies are mailed, carrier-delivered or sold at newsstands, may mail an additional 9,999 free copies of either the entire newspaper or an extra edition of the paper to non-subscribers at second-class rates.

Although the Pine Knot and Billboard is mailing complete, regular copies to non-subscribers under the postal rule, the issue becomes murkier when other practitioners use the same rule to send an extra edition to non-subscribers. That edition must contain fresh editorial material and must be delivered to subscribers in addition to non-subscribers.

The Manney petition filed Sept. 9 against the Postal Service says that unless the court stops the practice, Manney will "continue to suffer irreparable harm, damage and injury to its business because of the wrongful granting of this second-class permit. . . ."

Charles R. Johnson, owner of the Pine Knot and Billboard, said postal officials recently conducted a circulation audit and found his TMC project to be valid and above-board.

Johnson said the system has worked well for him since he started using it in June 1982. That was when Johnson merged a paid weekly, the Pine Knot, with a free, third-class-mail shopper, the Billboard, into the existing, twice-weekly, paid product. Once a week he mails copies of the entire newspaper to non-subscribers--always less than the paper's approximately 5,000 paid circulation, he said—and therefore is able to increase penetration dramatically.

Johnson said the technique has not been used by more newspapers in the past because publishers just didn't realize how they could make use of the 50-percent-plus-one rule. "We were all locked into the idea that second-class is for paid newspapers (only)," he explained.

Several other newspapers agree with the new interpretation of the postal rule and either have recently launched TMC projects using second-class rates for copies to non-subscribers or are planning to do so. The interest seems heavy in the Midwest, where many papers were recently hurt when K mart decided to replace its newspaper ads with a direct-mail approach. (See story, p. 17.)

The Newspaper Printing Corp. in Nashville, the joint operating agreement agency that publishes The Tennessean and the Nashville Banner, began a TMC program in April using that interpretation of the rule.

William R. Davis, research director of the agency, said editions of each paper are mailed second-class to non-subscribers and Sunday-only subscribers. He agreed that "It's an interpretation of postal rules that has not been realized before," and said the program has proven to be an effective preprint delivery vehicle.

With the new mail effort, "We have been able to regain and retain all of our major preprint advertisers. . . . K mart and Sears and the rest of them realize how important newspapers are" for delivery of their advertising, Davis added.

Using the same approach, The Des Moines Register Oct. 5 began publishing Extra, a new edition that is delivered Wednesday with the daily paid newspaper and by mail to non-subscribers within a 25-mile radius of Des Moines.

Extra contains feature stories, a gossip column and cartoon panels. Extra also includes the newspaper's existing Neighbors section, a weekly product that carries zoned news, features and advertising including midweek preprints.

And in Cincinnati, Shelby A. Smith, preprint coordinator of the Cincinnati Enquirer and Post, another joint operating situation, said those newspapers are in the process of developing a total-market-coverage program. Taking advantage of the second-class rules for mailing to non-subscribers "is exactly what we're going to do," he said.

Some publishers warn, however, that second-class may not be cheaper than third-class in every instance. □

Congress grapples with FY'84 funding

Postal appropriations for the current fiscal year 1984 remained in congressional limbo in late October.

The House Appropriations Committee Oct. 18 approved $879 million in funding, effectively the same level allocated for fiscal 1983.

The Senate Appropriations Committee previously approved a bill for $802 million, which would cause an increase from 3.6 cents to 3.9 cents per piece for newspapers mailed within the county of publication.

Current postal funding is under a stopgap continuing resolution which extends fiscal '83 funding levels. Another continuing resolution likely will be sought by Nov. 10 if Congress has not settled on this year's funding.

Midwest papers weigh damage of K mart's midweek departure

Newspaper executives in four Midwestern states where K mart has dropped midweek newspaper preprint distribution say it is doubtful their publications will get those preprints back anytime soon.

But in a more hopeful sign, newspapers in six Southern and Midwestern states have acted to preserve preprint business by forming networks that allow advertisers to buy into more than one newspaper and receive a single bill.

In the Midwest, executives say it is too early to assess the long-term damage from the midweek exodus of K mart from their newspapers. The K mart preprints were snapped up by Advo-System Inc. in Indiana, Kentucky, Michigan and Ohio [presstime, Aug 1983, p. 9].

The region is now being closely watched by newspaper executives wondering who might follow K mart down the "marriage mail" aisle. So far, K mart has not proved to be a highly desirable companion.

The giant discount department store chain appears to have "no permanent marriage mail partner" in the Fort Wayne, Ind., market, said Thomas W. Latchem, display advertising manager of Fort Wayne Newspapers Inc.

In Ashland, Ky., there is "no consistency, no pattern yet that has developed" for the advertisers who have gone to marriage mail, said John W. Del Santo, general manager of the Daily Independent there. "It's hard to say where it'll wind up."

Nor has there been much snap, crackle or pop through the mail in Battle Creek, Mich. "About the only thing they (Advo) deliver is K mart," said John F. Newman, advertising director of the Enquirer and News of Battle Creek.

"In most Zip codes of our market, K mart is pretty much the solo" marriage-mail piece, adds Shelby A. Smith, preprint coordinator of The Cincinnati Enquirer and Cincinnati Post.

While newspapers may be breathing a little easier now because—so far at least—K mart did not touch off a stampede, they can take even more heart from the success story being written in Kentucky, Tennessee, North Carolina, South Carolina, Georgia and Virginia.

About 45 newspapers in non-contiguous markets in those states are part of two networks organized by the Atlanta office of Landon Associates Inc. in which preprint advertisers can make a single buy for all the papers in either of the groups. One newspaper in each group handles the billing.

Jeffery A. Deitz, southern regional sales manager of the newspaper ad-rep firm, said the networks were organized over the summer primarily to service Family Dollar Stores. But now other retailers (not including K mart) are taking advantage of it, Deitz reported.

Although the networks were not established specifically to fight marriage mail, newspapers hope they will turn out to be effective weapons. The networks also can be used to pursue national advertising or co-operative ads, which are easier to sell if the purchasing and billing is streamlined, Deitz noted.

Above all, he said, newspapers should be aware that Advo is most tempted to enter a market when certain factors exist, including:

- High newspaper ad rates in a region
- Low penetration and the inability of newspapers to provide selective market coverage
- Newspapers with "poor customer relations"
- Poor sales on the part of area retailers
- Duplication of newspaper coverage areas in a single market, forcing advertisers to buy two or more newspapers to cover that market.

Deitz also said an individual newspaper that gives good service and has low ad rates still has a poor chance in the preprint battle if other newspapers in the region provide poor service and charge high rates. □

Dailies, weeklies escape 'bulk' terminology

Postal officials say that newspapers qualifying for newspaper or "red tag" treatment—which includes most dailies and weeklies—are not included in a U.S. Postal Service name change to "bulk business mail."

The change in nomenclature affects only what the Postal Service formerly called "non-preferential" mail. In that category are second-class publications mailed less frequently than once a week, third-class and some parts of fourth-class mail.

"This simple name change in no way affects" separate classifications for second-, third-, or fourth-class," said Gordon C. Morison, assistant postmaster general for the customer services department. "Just as second-class publications qualifying for newspaper treatment (red tag) were not included under 'non-pref,' they also do not fall under the umbrella of bulk business mail."

Morison took issue with a September presstime report on the subject quoting two members of the U.S. Postal Service's Mailers' Technical Advisory Committee and a USPS spokesman.

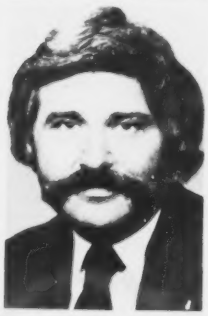
The issue even ruffled feathers at the highest Postal Service echelon. Postmaster General William F. Bolger said in an Oct. 13 letter to editors that he gives his "personal assurance" that the name change will not result in "less attention to the timely delivery of newspapers and magazines.

Bolger wrote editors about change.

"We have no intention of defaulting on our historic contract with the nation's newspapers and magazines," Bolger said. He added that the change was only from "non-preferential mail" to "bulk business mail." □

ANPA files on detached labels; Lerner cites harm to shopper

Detached mailing labels as currently used for third-class mail pieces violate the law because mailers using them do not have to pay extra postage, ANPA has alleged in a petition to the Postal Rate Commission.



Louis A. Lerner

"No exception for payment is authorized by law" or by the U.S. Postal Service regulations, the Association said.

ANPA Oct. 4 asked the commission either to ban detached labels or to recommend an appropriate cost for their use.

The petition came about as a result of work by the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force [presstime, Oct. 1983, p. 18]. That group has been studying the third-class rate structure in light of the toll that direct-mail advertising has taken on newspapers in the last couple of years.

The biggest and most serious new competitor has been marriage mail, in which two or more advertising circulars are united in a single package and mailed at relatively low, third-class rates. (See story, p. 17.)

Detached labels are postcard-like pieces that accompany marriage-mail packages. The cards, not the marriage-mail packages themselves, carry the address.

The biggest known user of detached labels is Advo-System Inc. of Hartford, Conn. But other firms also use them, including some in the newspaper business. One is Lerner Newspapers, publisher of a group of paid weeklies and shoppers in the Chicago area. Publisher Louis A. Lerner is critical of ANPA's position because detached labels are "enormously important" to Lerner's 70,000-circulation shopper distributed in Northern Lake County, Ill. "For the dailies it's a matter of losing K mart ads," he said. "For us, it's a question of cost."

Lerner added, "Just because most larger newspapers are losing K mart is no reason we should have to pay increased costs." Dailies should be offering K mart total-market-coverage programs that the retail chain needs, he said. "If a daily covers 40 percent of a market, that's not good enough. K mart doesn't want 40 percent."

ANPA contends, however, that detached labels fail "to bear a fair and equitable portion of the attributable and institutional costs of postal operations." As a result, third-class mail firms using the cards are being "cross-subsidized by all other third-class bulk regular rate mailers, as well as by all other mailers whose rates reflect the allocation of institutional costs," the Association told the rate commission.

The Postal Service thus is affording "an undue and unreasonable preference to the user of such mail," according to the petition.

ANPA also complained about advertising Advo has been selling and printing on the back of the label cards. It said ads are not eligible for the cards under the Domestic Mail Classification Schedule. □

Postal notes

The U.S. Postal Service is offering a discount of a half cent to one cent per piece for use of the **voluntary, nine-digit ZIP code** that went into effect Oct. 1 for high volumes of first-class mail.

The Postal Service approved the discount schedule after it was recommended by the independent Postal Rate Commission [presstime, Sept. 1983, p. 16].

The level of discount will depend on the amount of presorting done. Although the discount so far applies only to first-class mail, the rate commission said discounts for other classes "should be thoroughly explored in future proceedings."

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Canada Post has **postponed a general 5-percent postal rate increase** scheduled for January or February until at least the second quarter of 1984. The service, which became a Crown corporation two years ago, has been fighting huge deficits from its days as a government department. It should break even financially in three years, officials said. □

Transportation notes

The **deregulation of boxcar traffic,** including newsprint, has been postponed until Jan. 1.

The Interstate Commerce Commission took the action Oct. 18 to give opponents of deregulation time to respond to its recent denial of a petition to reconsider the ruling [presstime, July 1983, p. 33].

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Santa Fe Industries and the Southern Pacific Co. announced in September an agreement in principle to **merge their operations,** with each company becoming a subsidiary of a new holding company known as Sante Fe Southern Pacific Corp.

The merged company would constitute the nation's third-largest railroad system, behind the Burlington Northern and the CSX.

The parties intend to consummate a stock transaction, which is subject to shareholder approval, by year end. Then the Interstate Commerce Commission will be asked to bestow its final blessing to allow the merger to take effect. The merger is valued at $5.2 billion.

Santa Fe Industries is still considering a bid to acquire Conrail, but plans will be delayed because of the pending merger. The federal government is seeking to sell it to the private sector.

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The ICC Sept. 21 approved a quarterly cost-recovery **rate increase** of 0.2 percent for U.S. railroads, effective Oct. 9 [presstime, June 1983, p. 33].

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The International Longshoremen's Association and waterfront employers **agreed to extend their current contract,** with certain modifications, until Jan. 15, 1984. The extension includes a $1-an-hour wage increase effective Oct. 1, the date the contract was supposed to expire.

A master contract had been renegotiated in July, but in early September the Federal Maritime Commission asked a federal judge to enjoin steamship companies from continued enforcement of the union's so-called "50-mile container rule," which had been in effect since mid-April. This prompted the union to renegotiate its contract. A federal judge has since denied the FMC's request [presstime, Sept. 1983, p. 31]. □

Western protest delays IPI press-card proposal

By Marcia Fram
presstime staff writer

The uproar created by a proposal to issue international press cards to journalists on dangerous assignments has resulted in the postponement of a Nov. 18 meeting to refine the plan.

The meeting had been planned as a follow-up to an informal gathering Sept. 5 in Geneva, Switzerland, at which the heads of six international organizations proposed the establishment of an "international professional commission" to develop ways to protect journalists working in war-like situations, possibly in "collaboration" with UNESCO [presstime, Oct. 1983, p. 16].

The Geneva meeting, as well as the now-postponed Paris meeting, was initiated by Peter Galliner, director of the International Press Institute. He said in late October he decided to postpone the second meeting "in view of the misunderstanding with our American friends." (See story, p. 20.)

The proposal aroused both substantive and procedural objections. Western journalists have consistently regarded identification as a step toward licensing, which would make journalists vulnerable to governments opposed to their work.

Journalists and news organizations in many free-press countries objected to the unilateral way in which Galliner and IPI Chairman Max Snijders advanced the proposal without approval, or full notification, of IPI's Executive Board.

Leading the opposition were Americans, who moved swiftly to dissociate themselves and their press organizations from actions taken by officials of the international groups to which they belong.

Among the six organizations represented at the Geneva meeting were the International Federation of Newspaper Publishers, or FIEJ, with which many American publishers are affiliated through their newspapers' membership in ANPA; and the IPI, to which many U.S. news executives belong individually.

At ANPA committee meeting, Snidjers (left) defends plan as IPI-member Richard Leonard of The Milwaukee Journal listens.

After word of the Geneva meeting drifted across the Atlantic, the American Committee of IPI decided to withold funds designated for the organization's international office, pending clarification of the situation.

The IPI Executive Board is expected to discuss the controversy at its previously scheduled meeting in Rome on Nov. 28 and 29.

Also catching come transatlantic heat was Paris-based FIEJ. In a strongly worded letter, Allen H. Neuharth, a FIEJ vice president and the American representative on its Executive Board, took exception to the proposal and to FIEJ's involvement in the matter.

The move toward "protection" is "likely to lead in practice to governmental licensing," Neuharth told the federation's president, Frans Vink, a Belgian newspaper executive.

"This would arm governments which wish to restrict journalist access to information, or to censor news reporting, with a special list of journalists to target," said Neuharth, Gannett Co. Inc. chairman and president.

Neuharth also expressed concern that actions taken at the Geneva meeting would be interpreted worldwide as a "first recognition" that the Free World is moving toward acceptance of press licensing.

Even before Neuharth's letter reached FIEJ headquarters, the federation had decided not to participate in the November meeting, according to Maribel Bahia, FIEJ director. She said the organization saw "no necessity to pursue the talks along the lines that had been set in Geneva."

Also in October, Robert M. White II, chairman of the American Committee of IPI and a member of ANPA's Government Affairs Committee, wrote Galliner and Snijders that the proposals "were not in accord with American free press ideals and dedications." That ANPA committee on Sept. 28 adopted a resolution calling the initiative "unwise". (See text at left.) The resolution subsequently was approved by the ANPA Executive Committee and sent to FIEJ.

By previous arrangement, Snijders attended the ANPA committee's meeting in Washington, D.C. He came in for harsh questioning but said he felt the issue had been overblown. Snijders also sought to differentiate between legitimate "protection" and "licensing." □

ANPA cites dangers of 'unwise' policy

Here is the text of the resolution adopted Sept. 28 by the ANPA Government Affairs Committee and subsequently by the Association's Executive Committee:

"The Government Affairs Committee recommends:

"That ANPA restates at this time its continuing opposition to any proposals which in practice would involve any form or perception of governmental licensing of journalists. Further, the Committee wishes to express its significant concern that two years following successful joint press action to get UNESCO to lay aside its activities in this area, that European leaders of IPI, IOJ, IFJ and FIEJ have raised the issue of identification cards of journalists on dangerous missions and plan to discuss it further with UNESCO, without any alert and only after-the-fact cursory report to any American press group.

"Although everyone would like to enhance the degree of safety to journalists operating in war-like conditions, the facts are:

- That these are dangerous missions
- That the danger is often increased through official designations of journalist identities
- That the opportunities for censorship are enhanced by schemes resulting in the acceptance of governmental licensing of journalists.

"The Government Affairs Committee believes the action of our European press colleagues—whom we know to have a sincere interest in strengthening press freedom as well as the safety of journalists—to be unwise."

'Storm in a teapot' over press cards

IPI's Galliner defends his plan, says UNESCO would not run it

Peter Galliner has strongly defended his actions in what has become known in world-press-freedom circles as the "press card flap."

Obviously angered by the uproar, the director of the International Press Institute declared, "If anybody has taken a hard stand on safety of journalists, it's IPI. . . . To accuse us (of doing otherwise) is, I find, quite an insult."

Speaking from IPI headquarters in London, Galliner also said in a telephone interview with presstime that he regards the controversy as a "storm in a teapot."

He sketched the background of the Sept. 5 meeting in Geneva, Switzerland, where IPI and other press organizations developed a proposal to protect journalists on dangerous assignments by issuing press cards and to ask UNESCO's help in the project.

The meeting, he said, basically reconvened a group that met to discuss protection of journalists in 1970, and whose report was subsequently ignored by UNESCO.

"It is absolutely untrue to suggest that if such a committee would ever come into existence, it would ever come under the umbrella of UNESCO," he said.

As for accepting UNESCO funding, Galliner said, "We (the Geneva group) said obviously this ought to be financed by the media. Then somebody said, 'Couldn't we ask UNESCO to contribute?' The feeling was, if UNESCO wanted to contribute—why not?"

Responding to widespread concern that UNESCO's involvement could extend to deciding who did or did not receive international press cards, Galliner said, "If such cards were to be given out, they would be given out by a media committee."

He said the people at the meeting were not in a position to speak for their entire groups. "All present made it clear they could not commit their organizations to anything—even if they agreed. Obviously, they would have to go back to their boards."

Galliner went on to say he "would be very surprised if what was discussed would be accepted."

After the actions taken at the Geneva meeting came to light, there were mutterings that some IPI board members had been caught unaware—that Galliner had not properly notified them of his intentions. He said in response to that criticism: "If members of the board would kindly read the minutes, there is a whole paragraph dealing with this aspect."

Galliner was referring to the minutes of meetings of the IPI Working Committee and of the IPI Executive Board, held May 13 and 14, 1983, in Utrecht, the Netherlands. They contained this language on "protection of journalists": "The director informed UNESCO that IPI would try to convene a similar (to the 1970) meeting which might possibly take place in the UNESCO building. . . . He also raised the question whether UNESCO would like to collaborate on such a project or cosponsor it. . . ."

Calling the hostile response to the press-card initiative "most unfortunate," Galliner attributed it to poor communication. "Whoever reported this before got it wrong," he said. "All of this could have been cleared up in one telephone call." (Repeated efforts by presstime to reach Galliner in September were unsuccessful.)

At the same time, Galliner said he had postponed a follow-up meeting on the proposal, which had been scheduled for this month in Paris. He said he took that action "in view of the misunderstanding with our American friends." □

Advancements reported for Third World programs

Two new U.S. programs to assist Third World journalists are taking shape.

The American Society of Newspaper Editors will sponsor six-week internships for 12 Third World journalists to work with U.S. newspapers and broadcast outlets.

The newly created Alfred Friendly Foundation will underwrite 10 six-month fellowships [presstime, Sept. 1983, p. 17]. □

U.S., Soviet Union start exchanges of editors, stories

The first ongoing exchange between the Soviet Union and an American regional press association is underway in New England.

In a three-part program, the New England Society of Newspaper Editors will swap articles, journalism students and working journalists with a Soviet press service, university and newspapers.

"The best way to sell America is to let them (Soviets) know what kind of people we are," said Theodore Holmberg, publisher and editor of the Pawtuxet Valley (R.I.) Daily Times and current president of NESNE.

The exchange of two or three translated columns a month began with NESNE providing the Soviet feature press service Novosti with an article about a West Warwick, R.I., bus driver who wanted to establish a Friendship Day. The Soviets' first piece was about a hunter who loved to spend time in the woods.

Novosti distributes the U.S. articles to its 500 clients, and the Soviet articles are made available to about 100 New England papers.

The student exchange will involve graduate journalism programs at Boston University and the University of Leningrad. It is expected to start next September.

About the same time, the paper-to-paper exchange of working journalists is scheduled to get underway. Holmberg said 10 American reporters 40 years old and younger have already applied to work on a Soviet newspaper.

These exchange programs will be limited to people who can read and speak Russian and English.

The exchange program receives no outside funds. Holmberg said he thought larger newspapers could afford to send a reporter abroad for a few months, but the publishers' group was looking for money to help smaller papers that might want to participate.

The three-pronged program was arranged at two meetings between NESNE members and Soviet journalists, one in New London, N.H., in the fall of 1982 and a second in the Soviet Union last summer. □

Home wanted for new program to help press in Third World

A search is underway for a host institution to maintain and update a newly compiled list of programs of practical assistance to the press in developing countries.

Released at the recent "Voices of Freedom" conference in Talloires, France, the list identifies about 300 ongoing programs in 70 countries. The programs are categorized under the headings of education, training, exchanges, internships and fellowships.

The list, the first of its kind, was the work of George Krimsky, world news editor of the Associated Press, who briefed the Talloires assembly on the project.

Programs included in "The List of Talloires" represent an investment by sponsoring organizations of "upwards of $5 million," Krimsky estimated.

But he said use of the list as a catalyst for future programs depends on finding an organization to keep the list up to date by computer, reissue it periodically and serve as a clearinghouse.

Until a permanent home can be found, the information will be made available by the Edward R. Murrow Center of Public Diplomacy at the Fletcher School of Law and Diplomacy, Tufts University.

In another presentation at Talloires, Dana Bullen, executive director of the World Press Freedom Committee, provided a dramatic illustration of the desperate needs of Third World journalists for practical assistance. Bullen quoted a journalist from Belize, a small country in Central America, as saying: "I can do without all these words. What I need are some typewriters."

Nevertheless, words were also an integral part of the Talloires assembly—the second of its kind held in that Alpine location.

Like the first Talloires meeting in 1981 [presstime, July 1981, p. 26], the Sept. 29-Oct. 2 gathering took place just before a biennial UNESCO forum that Soviet and some Third World countries have used to promote measures that would limit press freedom. And the 80 journalists and media leaders from 25 countries, primarily from the Free World, presented a substantially unified front at UNESCO.

"UNESCO debates are lending a respectibility to government attempts to control the media," charged Leonard R. Sussman, executive director of Freedom House, a New York-City based organization that monitors freedom, threats to freedom and lack of freedom in the world. Sussman presented a study tracing the growth of press censorship in the Third World.

Keynote speaker Walter Cronkite, the veteran CBS correspondent, urged more complete coverage of developing countries and bluntly attacked the Soviet communication policy.

"The Soviet bloc and its ideology," he said, "sit in the constellation of modern communications like a great black hole. A black hole, as the astronomers define it, is a dead star, collapsed in upon itself until its mass is so dense and its gravitational field is so overwhelming that even light cannot escape."

The Talloires conference adopted a report that opposed pending proposals in UNESCO that could increase governments' power over the media. These include a "right to communicate" that could limit free-press principles set forth in the 1948 Universal Declaration of Human Rights; "democratization," which could place pressure groups in control of news media; and "codes of conduct" for journalists.

George Krimsky

Leonard Sussman

By tacit agreement, the conference did not officially discuss the Sept. 5 Geneva meeting at which representatives from the International Press Institute and five other groups considered the creation of international press cards to "protect" journalists in war-like situations.

Talloires participants gave strong support to the "watchdog" concept of the press, totally independent of government, which will be introduced by West Germany and supported by the United States at the month-long UNESCO General Conference in Paris scheduled to end Nov. 29.

The three-day "Voices of Freedom '83" conference, like the first, was sponsored by the Edward R. Murrow Center at Tufts University, in cooperation with the World Press Freedom Committee. □

World press notes

ANPA joined the Inter American Press Association and other press organizations in protesting the **jailing of Paraguayan journalist** Alcibiades Gonzalez Delvalle. An investigative reporter and columnist for ABC Color, the country's leading daily, Gonzalez Delvalle has been arrested twice in the past four years for articles critical of the current Paraguayan government.

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The Miami Herald and The Washington Post ran a page and a half political advertisement of the Guatemalan Labor (Communist) Party in mid-October to fulfill a condition for the **release of the kidnapped publisher** of a conservative paper, Prensa Libre. Both newspapers printed disclaimers explaining the connection between the ad and the kidnappers' demands. The publisher, Pedro Julio Garcia, was released Oct. 23.

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The Inter American Press Association sent a message to President Forbes Burnham of Guyana, protesting government **restrictions on the importation of newsprint**. IAPA President Andres Garcia Lavin called the move a device to "end what little freedom of the press remains in Guyana."

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An Associated Press reporter left El Salvador after the U.S. Embassy said his **safety could not be guaranteed.** The Salvadoran government had been angered by a story Arthur Allen had written on the aftermath of the slaying of a U.S. military adviser. After a police official ordered Allen to appear in his office or "pay the consequences," the embassy recommended that he leave. □

Study finds VDT users lose more work time than others

A study of more than 1,100 Newspaper Guild members found that VDT users lost more time from work because of health problems than did non-users, a House subcommittee was told Oct. 18.

According to Dr. Arthur L. Frank, the study showed significantly more headaches, eyestrain, deteriorated vision, lower back pain, neck pain and shoulder pain among VDT users.

The study was made at the request of the Guild.

Frank, who is head of the Department of Preventive Medicine and Environmental Health at the University of Kentucky, recommended additional studies on other possible VDT health effects.

The two-and-a-half-year study Frank outlined for the Health and Safety Subcommittee of the Education and Labor Committee was conducted by the Mount Sinai School of Medicine's Environmental Sciences Laboratory when he was affiliated with it. The study involved questionnaires distributed to members of Guild locals in Tennessee, Missouri, Hawaii, Ontario and British Columbia, as well as the Wire Service Guild.

The Guild had asked Subcommittee Chairman Joseph M. Gaydos (D-Pa.) for the opportunity to present the findings of the new study, a second phase of which is scheduled for completion early next year. The hearing was informational only; the subcommittee is not considering specific VDT legislation at this time.

The Mount Sinai study found no evidence of premature birth, infant mortality or effect on the menstrual cycle with VDT use. Likewise, it found no connection between VDT use and the development of cataracts.

Also testifying was Guild President Charles A. Perlik Jr., who urged that the National Institute for Occupational Safety and Health be given adequate funding to continue VDT research. He also noted that his union has drafted a "model" VDT health and safety bill.

Separately, the ANPA Government Affairs Committee has recommended to the ANPA Board of Directors that the Association develop materials designed to help inform newspaper employees, state legislators and the public about VDTs and "their level of safety" in the work place. □

Regulatory notes

Only one newspaper company was victorious in the Federal Communications Commission's first lottery to select recipients of **low-power TV construction permits**. At least seven newspaper companies were in the running in different markets in the Sept. 29 drawing [presstime, Oct. 1983, p. 23].

The winner of a construction permit for Omak and Okanogan, Wash., was Statesman-Examiner Inc., publisher of the weekly Statesman-Examiner 120 miles away in Colville, Wash.

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The FCC Oct. 6 proposed to use a lottery to select licensees for **cellular radio**.

The commission wants to use the lottery instead of its lengthy and costly comparative-hearing system for awarding cellular licenses in all but the 30 largest markets. It said a lottery is better because of the large number of grants to be made, the large number of competing applicants and the backlog in processing applications. Details of the lottery were not announced by press time. There will be a public comment period.

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On Oct. 12, the FCC also proposed using a lottery to select single- and multichannel **multipoint distribution service licensees.** The commission said it had a backlog of between 15,500 and 17,000 multi-channel applications, including those from several newspaper companies. It has tentatively decided not to give a preference in this lottery to minority applicants as it did in the lottery to select low-power TV construction permits. Public comments are being sought by the FCC. □

ACEJMC will

The Accrediting Council on Education in Journalism and Mass Communications has scheduled a January meeting to receive a proposal on revising its accrediting standards.

James W. Carey, chairman of a committee named by ACEJMC to draft the proposal, said the task involves rewriting the accreditation standards as defined in a council publication. The action will revise the pamphlet "to clarify it and interpret it and to eliminate its contradictions," he said.

The pamphlet, "Accredited Journalism and Mass Communications Education," is issued annually and, in addition to the standards, contains a list of accredited schools.

Carey, dean of the College of Communications at the University of Illinois, said the revised standards will be more "usable" by schools seeking accreditation. But he also expects they will place a "greater burden" on the accrediting teams that visit candidate schools because the new standards will be "less mechanical and arithmetical" than current ones.

He said teams will have to exercise more "interpretation and judgment" and will be less able to simply apply a "formula."

Disagreement already exists about two such "formulas" or guidelines—the "75-25 rule" of liberal arts to journalism courses for undergraduates and the "unit rule" requiring that at least 50 percent of journalism students be enrolled in accredited journalism sequences for the journalism school to be accredited.

However, when asked if he thinks the revision will be controversial, Carey said, "I don't consider it controversial in the sense they will be standards with which the majority of (accredited) schools can't live. I don't anticipate that."

The committee is made up of seven journalism educators and professionals, three of whom are members of the accrediting council.

ACEJMC will evaluate the committee's proposal at the January meeting.

At its October meeting, the council directed President Joseph W. Shoquist, managing editor of The Milwaukee Jour-

study accrediting change

nal, to take steps to bring ACEJMC into full compliance with the U.S. Department of Education's criteria for nationally recognized accrediting agencies. In late August, the department renewed ACEJMC's recognition, but for only two years instead of the normal four, and asked for a report in a year on steps taken to correct several deficiencies it found in the council's procedures. One complaint was that ACEJMC does not provide specific reasons for denying accreditation [presstime, Oct. 1983, p. 32].

The council also is planning training sessions to broaden the participation of journalism educators and professionals in the accrediting process.

According to ACEJMC Executive Director Roger A. Gafke, one workshop for new accrediting team members will be held at next summer's convention of the Association for Education in Journalism and Mass Communication and others will be scheduled.

In a related move, Gafke was directed to prepare a technique for evaluating the performance of visiting accreditation team members. □

U. of Maryland names professional board

The University of Maryland College of Journalism has appointed 13 media professionals to serve on its new Board of Visitors. The board will work with the college administration and faculty to develop a five-year plan to make it "the outstanding professional school of its kind."

The board includes:

- Newspapers—Donald Graham, publisher, The Washington Post; Reg Murphy, publisher, the Baltimore Sunpapers; Jack Nelson, Washington bureau chief, Los Angeles Times; John C. Quinn, chief news executive and executive vice president, Gannett Co. Inc., and editor of USA Today; William Raspberry, syndicated columnist of The Washington Post; Eugene L. Roberts Jr., executive editor, The Philadelphia Inquirer; and Claude Sitton, editorial director, The News and Observer, Raleigh, N.C., who will be chairman of the board.
- Broadcast—Hodding Carter III, anchorman of public TV's "Inside Story"; Walter Cronkite, former CBS Evening News anchorman; and Paul Duke, moderator of PBS public affairs programming.
- Magazines and Newsletters—Arnold Barach, secretary, Kiplinger Foundation; Eleanor Merrill, publisher, The Washingtonian and Baltimore magazines.
- Public Relations and Advertising—Joe Adams, president, Adams Group, Rockville, Md.

A 1981 long-range planning report for the university suggested a "high priority" for the College of Journalism.

New guides published on libraries, NIE

ANPA Foundation has published two new guides, one for libraries of daily newspapers and the other for weekly newspapers considering starting Newspaper in Education projects.

Guidelines for Newspaper Libraries was first published in 1974 but revised this year. It was written by members of the Newspaper Division of the Special Libraries Association.

Chapters in the 134-page text are titled "Starting the Library," "Communication with Management," "Circulation Control," "Filing Systems," "Clipping Collection," "Photographs and Graphics," "Microfilming" and "Newspaper Library Automation."

It is available for $20 with a binder and $15 without a binder from ANPA Foundation.

Newspaper in Education: A Guide for Weekly Newspapers has been published jointly by ANPA Foundation, the National Newspaper Association and the National Newspaper Foundation.

The 28-page booklet explores how to start and fund an NIE program and how to use newspapers to teach such subjects as language arts, social studies, mathematics, science, health and safety.

The guide is available without charge from ANPA Foundation. □

Grant in N.Y. state will help finance TV show on NIE

To promote national Newspaper in Education Week March 5-9, 1984, the New York State Newspaper Foundation has awarded a $12,650 grant to the state Department of Education for a television program on newspapers as teaching tools.

The hour-long program will feature a filmed segment of three different age and subject groupings of students using newspapers in their classrooms. It will be followed by a live, call-in segment involving a panel of representatives from the state Department of Education, the New York State Reading Association, ANPA and the New York State Publishers Association. The panel will solicit questions via telephone from teachers, parents and others interested in NIE. The program will be introduced by New York State Commissioner of Education Gordon Ambach.

The program will be broadcast March 6 throughout New York State and into parts of Pennsylvania, Connecticut and New Jersey over the Public Broadcasting Service stations. Patricia Houk, educational services manager of Newsday and the ANPA representative on the panel, said the program is a "beautiful partnership between business and education."

The 1984 observance of NIE Week will be the second on a national level [presstime, April 1983, p. 29]. □

First Amendment center to be set up at Columbia

The Columbia University Graduate School of Journalism has received a $3-million grant to establish a Center for the Study of First Amendment Issues.

The grant, the l[illegible]ift in the graduate school's history, [illegible]rom Saul Poliak, who graduated from the school in 1926.

The center will include a new position at the school, the James Madison Visiting Professorship in First Amendment Issues, which is being filled for the fall semester by New York Times columnist Anthony Lewis. Future programs will include fellowships and scholarships. □

Colleges benefit from matching grant programs

By Margaret Genovese
presstime staff writer

When does a $1 donation from a person to the college or university of his or her choice turn into a $2 donation? When it is matched dollar-for-dollar by the person's employer.

At least 13 newspaper companies now operate such programs directly or through foundations,* and indications are the idea is catching on.

The trend in matched giving is definitely up, according to three of the larger newspaper programs contacted by presstime—Gannett Co. Inc., Dow Jones & Co. Inc. and The Washington Post.

Even so, newspapers numerically are not in the forefront of the movement. There are about 1,000 so-called corporate matching-gift programs in the United States, according to an analysis of information supplied by the Council for Advancement and Support of Education, a Washington, D.C., clearinghouse for corporate programs.

The matching-gift concept dates only to 1955, with the first newspaper participation even later, about 1961 by The Copley Press Inc.

In a typical program, employees obtain a form to fill out and submit to the school along with their gift. The school certifies that the gift has been received and sends the form back to the newspaper. This triggers the company's matching gift.

But while existing newspaper programs share such common administrative characteristics, there are differences, too.

For example, in addition to full-timers, people working as few as 20 hours a week, retirees, spouses and corporate directors are eligible to participate in some papers' programs.

Another difference is the amount of continuous service with the company a person must have as a prerequisite to participation. It varies from three months to a year in the newspapers' programs.

Also, some programs limit matching gifts to schools attended by the donating employees.

In addition to matching gifts to colleges and universities, many newspapers match gifts to community and junior colleges. Some include secondary schools and technical schools in their matching programs, and a few even give to elementary schools.

Although matching-gift programs traditionally have supported educational institutions, several of the newspaper companies have expanded their programs. For example, The Times Mirror Co. matches gifts to educational, cultural and conservation organizations and to the United States Olympic Committee.

Other key questions a company must address in establishing a matching-gift program include:

- What will be the minimum and/or maximum gift to be matched? Most of the newspapers' programs have minimum donations required for a match and all have maximum per-person, per-year donation limits.
- What will the rate of match be? Most of the newspaper programs match each employee donation dollar-for-dollar, but several match on a two-for-one and even a three-for-one basis.

"Corporations tend to worry more about the cost of matching gifts than about any other giving program," says the Council for Financial Aid to Education Inc., a New York City non-profit organization that promotes increased corporate support of higher education. The reason for the worry is that the programs are open-ended, and the annual contribution varies depending on the generosity of employees in a given year.

CFAE has developed a formula to help companies estimate the contribution for which they might be liable.

In addition, CFAE in 1980 conducted a survey of 30 companies to find out how many employees were availing themselves of the benefit. It showed an average participation factor of 2.5 percent of a company's work force.

In an effort to increase employee participation, companies promote their matching-gift programs in a multitude of ways—employee handbooks, in-house publications, special brochures, posters and individual mailings.

But Pamela M. Hollar, assistant to the vice president for communications of The Washington Post, notes, "there is only so much you can do from this end in reminding people they have this employee benefit." Schools also have to remind their alumni to check with their employer about the availability of matching gifts, she says.

Whatever the source, the word about matching programs seems to be spreading. According to Employee Services Manager Patricia A. Malloy, by the middle of this year Dow Jones had exceeded the amount matched in all of 1982. The Washington Post reported a similar record. Unlike other newspaper companies that would not reveal the total amount of their matched giving, Gannett said donations under its Matching Funds program for Education last year totaled $247,035, an increase from the year before.

More information on establishing a matching-gift program may be obtained by contacting Judith D. Hines, vice president and director ANPA Foundation at The Newspaper Center, or the Council for Advancement and Support of Education, Suite 400, 11 Dupont Circle, Washington, D.C. 20036. □

* *Newspaper companies or related foundations included in CASE's list of corporate matching-gift programs are: A.S. Abell Co. Foundation Inc., Baltimore, Md.; The Boston Globe Foundation Inc.; James S. Copley Foundation, La Jolla, Calif.; Cowles Media Co., Minneapolis, Minn.; Dow Jones & Co. Inc., New York City; Field Enterprises Charitable Corp., Chicago, Ill.; Gannett Foundation Inc., Rochester, N.Y.; The New York Times Co. Foundation Inc.; The Record, Hackensack, N.J.; Time Inc., New York City; Times Mirror Co., Los Angeles; Times Publishing Co., St. Petersburg, Fla.; and The Washington Post.*

There's satisfaction out there for journalism programs

By Michael M. Spear

Having followed the controversy over the pros and cons of journalism education in various publications for years, I always came away with the same basic question: What do former students and editors really think about journalism education when their railings are stripped away?

We all know that some editors and former journalism school graduates are unhappy about journalism schools. The standard line is that the journalism schools are graduating illiterates or they aren't teaching anything of value that can be used in the newsroom.

However, recent research I conducted suggests there is a high degree of satisfaction about journalism education from graduates and editors alike.

As a graduate student in the School of Journalism at the University of North Carolina during 1981-82, I decided to look at the controversy with the help of computer analysis.

Meeting the needs of students and professionals was a key topic at the 1983 convention of journalism educators.

Questionnaires were mailed to two groups. One included all 177 principal editors of weekly, semi-weekly and daily newspapers in North Carolina. The other included all 622 UNC School of Journalism students who had graduated in the news-editorial sequence at Chapel Hill between May 1975 and May 1982.

A follow-up questionnaire was mailed three weeks later to 121 editors and 462 students.

The two mailings produced 505 responses—89 from editors, 416 from students.

As expected, 204 of the responding students, although news-editorial graduates, had never worked for newspapers. They were eliminated from further study.

The other 212 responding students reported they were working or had at one time worked for a newspaper.

They had been out of school from six months to eight years. Their ages ranged from 21 to 32, averaging 25. From them came these findings:

- Eighty percent said they would major in journalism again. When asked why, the two most common replies were: "It gives the best exposure to the field" (25 percent), and "It provides a sound education" (24 percent).
- Eighty-nine percent said they were very satisfied or somewhat satisfied with the education that they had received. Of these, 43 percent were "very satisfied," and 46 percent were "somewhat satisfied."

The courses they said helped them most once they got into a newsroom were those in basic news writing and news editing.

When asked to recommend ways to improve journalism education, their answers most often focused on two areas. Forty-one percent said they wanted more "real-world" situations in journalism classes with a heavy load of writing assignments under deadline pressure and more help with interviewing skills. Eighteen percent said they wanted more internships.

The editors also heavily favored journalism education.

Seventy-two percent said they thought a journalism degree was important for someone going into newspaper work. Of these, 47 percent said they thought it helped with a journalism career; 15 percent said it was important but not necessary; and 10 percent said it was proof of basic schooling.

Here is how the editors rated UNC journalism graduates in nine areas:

	Strong	Average	Weak
Grammar	25%	59%	16%
Spelling	19	62	19
Writing	47	47	7
Editing	25	53	22
Newsroom procedures knowledge	22	61	17
Ability to meet deadlines	29	55	16
General reporting competency	48	47	6
Knowledge of laws, ethics	23	59	18
General educational background	27	66	7

When asked to specify the one area in which UNC graduates were strongest, 29 percent of the editors chose writing; 35 percent, general reporting competency; and 12 percent, knowledge of newsroom procedures. In specifying the weakest areas among the graduates, 24 percent chose the ability to meet deadlines; 16 percent, editing skills; and 16 percent, grammar.

Among the editor respondents, 93 percent were college-educated, and 53 percent of those editors had majored in journalism. Just under 10 percent of the college-educated editors had graduate degrees, most in journalism. □

Spear, who worked for 23 years for newspapers in New Orleans, Greensboro, N.C., Beaumont, Texas, and Europe, now teaches journalism at the University of Richmond in Virginia.

Data from readership studies used in blitz of top advertisers

Armed with the results of $2-million worth of market surveys, the newspaper business is engaged in a massive campaign to spread the word that newspapers are the right places for advertisers to place their messages.

For a two-and-a-half-month period that will end Dec. 15, chapters of the Newspaper Advertising Sales Association are presenting to the nation's 200 largest advertising agencies the data compiled by Simmons Market Research Bureau and Scarborough Research Corp.

The surveys provide detailed and standardized information on newspaper readers that is comparable to the data on viewers made available to advertisers by the television industry.

Challenging the long-accepted figure that an average of 2.2 people read each copy of a daily newspaper, the surveys show that in the nation's largest markets, there are about 2.7 readers per copy.

They also document that newspaper readers in these markets are "upscale" compared to television viewers.

In the nation's 50 largest markets—where two-thirds of the population lives, two-thirds of the national income is earned and two-thirds of consumer spending takes place—73.5 percent of adults 18 and over read daily papers on an average weekday, and 75 percent do so on a typical Sunday.

Particularly useful in competing with television is the standardized consumer information compiled by the studies, designed to help advertisers pinpoint markets for such items as food, cars, domestic air travel and motion pictures.

A 20-minute slide and tape presentation prepared by the Newspaper Advertising Bureau and currently being shown to advertising agencies by NASA chapters nationwide gives specific examples such as:

- In a major Midwestern market, an advertiser wants to reach 65 percent of adults in households with incomes over $50,000. Three daily newspapers in that market reach 67 percent, with little duplication. Nine in every 10 households with incomes over $50,000 get at least one daily paper, again with little duplication.
- A manufacturer of campers and recreational equipment wants to reach men over 18 years of age in the 10 largest U.S. markets. The total number of men reached by running one 30-second TV spot in each of the major areas is 1.9 million; the total reached by running one newspaper ad in each of 10 central-city newspapers is an estimated 9.6 million. Newspapers can provide this greater reach at lesser cost.

The slide show also describes "CAN DO" (Computer Analyzed Newspaper Data On-Line), the NAB program that integrates the Scarborough-Simmons data with studies done by newspapers outside the 50 major markets. The information enables advertisers to plan campaigns that use various combinations of large and small papers.

A total of 225,000 interviews were conducted for the two studies—from January to July 1982 for Scarborough, and from September 1982 through April 1983 for Simmons.

Scarborough surveyed the markets of 153 dailies and 113 Sunday newspapers in the 50 largest markets (plus Des Moines, Iowa, at the request of The Des Moines Register). Simmons measured audiences for 109 dailies and 80 Sunday papers in 40 of the 50 largest markets (plus four other areas).

Both studies were monitored and audited by the Advertising Research Foundation, and they met ARF standards for probability sampling, interviewing, callbacks and field auditing [presstime, July 1983, p. 43].

Patent expires on preprint stuffing process

A patent covering the method by which most one- and two-page preprinted advertising inserts are stuffed into newspapers via the Sheridan stuffing machine has expired.

The result is that advertisers no longer are obligated to pay royalties to the patent holder, Gerald V. Cleary Jr. Patent law allows that royalties generally need not be paid 17 years after issuance of a patent.

However, existing contracts that advertisers or others have with Cleary probably would remain in force if the terms of the contract went beyond the basic patent, according to the ANPA Legal Department.

Also, Association lawyers are studying whether Cleary or anyone else still holds a patent on any related process.

The patent that expired Sept. 27 laid down the procedure for efficiently folding and otherwise manipulating relatively heavyweight, one- or two-piece inserts with the Sheridan stuffing machine.

Prior to the development of this inserting procedure, suction-cup devices on the stuffing machine tended to cause more than one copy of a preprint to be inserted into the newspaper jacket. In addition, the machinery often jammed in the stuffing process.

It is believed no newspapers paid royalties since the patent was granted Sept. 27, 1966. But advertisers were subjected to payments. Because of that, ANPA Vice President/Technical William D. Rinehart said, the patent had an effect on the growth of the number of preprints in newspapers and could have contributed to some advertisers' use of direct mail in lieu of newspapers.

Minnesotans delay plan to adjust national rates

The Minnesota Newspaper Association has postponed implementation of a plan whereby national advertising placed in member newspapers through the association would be charged the same as the local rate.

At its Oct. 13 meeting, the MNA Board decided to reconsider the plan in mid-1984. It put the plan on hold at its September meeting. The plan had been approved by the Board last June [presstime, Aug. 1983, p. 20].

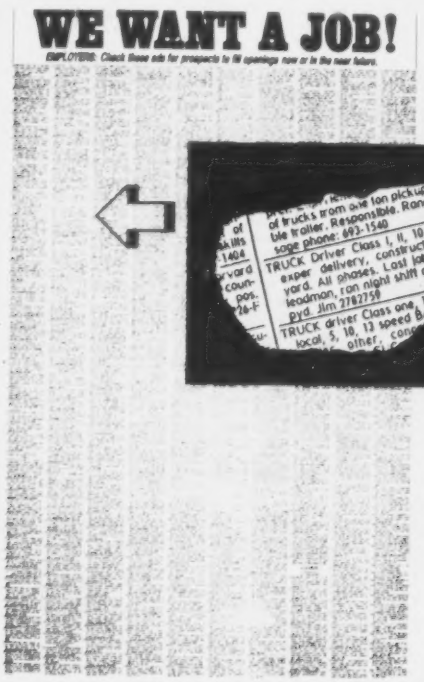
According to board members, there were several reasons for the postponement, including the uncertain status of American Newspaper Representatives Inc., the national advertising representative firm owned by the National Newspaper Association. A tentative agreement was reached in September to sell ANR to a group of state press associations [presstime, Oct. 1983, p. 53]. At press time, the agreement had not been finalized.

Follow-up study shows

Free classifieds help jobless

A program of offering free classified ads to job seekers produced impressive results at the San Diego Union and Tribune, according to results of what is believed to be the first follow-up survey of its kind.

Of the 6,000 people who took advantage of the offer last summer, nearly two-thirds received phone calls from potential employers, more than a third were interviewed for jobs, 23.6 percent received at least one job offer and 13.8 percent accepted jobs.


WE WANT A JOB!

EMPLOYERS: Check these ads for prospects to fill openings now or in the near future.

TRUCK Driver Class I, II, 10 yrs local exper delivery, construction, shipyard. All phases. Last job as transleadman, ran night shift at local shi- pyd. Jim 2782759

TRUCK driver Class one, 12 yrs

The ads were grouped on 10 pages with an identifying logo on consecutive Sundays in the Union and the following Mondays in the Tribune.

The median size of the applicants' families was 2.7, median family income was $16,534 and median educational level was 13.7 years, the survey indicated.

Nearly half of the ads were placed by people earning less than $14,999, but 18.2 percent reported family incomes of $35,000 or more.

Although the experiment was designed for the unemployed, a fourth of the applicants said they were employed at the time they placed the ad; nearly half of these people had held their jobs for less than six months.

A whopping 97 percent said the papers should provide the service again.

Classified Advertising Manager Chuck Apgar said the ads cost about $138,000, computed by multiplying the 6,000 ads by what they would have produced in revenue as paid classifieds—an average of $23 each. But Apgar acknowledged that the newspapers gained a lot in good will and in favorable publicity aired by the broadcast media.

Herbert G. Klein, editor-in-chief of Copley Newspapers, said the free ads were offered in response to a request from California's governor for businesses to help the unemployed. Whether the offer will be repeated, he said, depends on the economy. □

July ad revenues show biggest jump since mid-1970s

Advertising expenditures in U.S. daily newspapers in July increased 32.6 percent from July 1982 levels, the largest monthly increase since the mid-1970s, according to preliminary estimates of the Newspaper Advertising Bureau.

The performance was attributed to a generally stronger economy, lower interest rates and increased consumer confidence.

Increases from July '82 were 35.6 percent for classified, 34.7 percent for national and 30.3 percent for retail.

Total expenditures for the first seven months of this year were $11.243 billion, up 15.8 percent from the same period last year. Classified again was the leader, rising 22.8 percent. Retail was next with a 14.1-percent improvement, and national increased 9.1 percent.

NAB's estimates are based on information obtained from sources including Media Records Inc., state and regional press associations, newspaper companies and Standard Rate & Data Service. □

Washington Times asks delay of audit; 3 executives resign

Citing "certain irregularities" in the practices of its circulation department, The Washington Times has asked the Audit Bureau of Circulations to delay a scheduled audit for the six months that ended Sept. 30.

According to a statement by Editor and Publisher James R. Whelan, published in the Oct. 10 Times, three senior executives "resigned" after problems were "discovered" Oct. 6.

Although not identified in the Times story, the three executives were identified in an article in The Washington Post as Circulation Director Timothy Whiting, Circulation Manager Mark Rowse and Home Delivery Manager Larry DuVall.

The Times was first published in May 1982 by News World Communications Inc. Successful completion of the first year's audit would have qualified the Times, now an applicant member, for full membership in ABC [presstime, June 1983, p. 49].

The ABC has agreed to postpone the audit. Whelan said the Times will reapply "pending the outcome of an exhaustive internal investigation now under way."

Such delays are "not atypical" for new papers, said M. David Keil, ABC president and managing director. The bureau currently has about 25 applicants that have not completed first-year audits on time.

In his published statement, Whelan said there was "no reason to doubt the accuracy or validity" of circulation figures from the paper's first six months of operation. The March 31, 1983, audit by a Denver-based accounting firm, Fox & Co., showed Times circulation at 126,582. Possible "irregularities" are "of very recent vintage," said Whelan's assistant, Jonathan Slevin.

The investigation of figures from April 1 to Sept. 30 is being conducted by a different accounting firm, Arthur Andersen & Co., but Slevin cautioned, "Nothing should be read into that."

Circulation figures in two of the other 28 cities with fully competing dailies are currently in dispute—at The Trenton (N.J.) Times and the Sacramento (Calif.) Union [presstime, Sept. 1983, p. 25]. □

William S. Morris III

Publisher flies high but keeps low profile

By Clark Newsom
presstime staff writer

William S. (Billy) Morris III, considers himself fortunate in that he always knew what he wanted to do in life—be a newspaperman. He says he never thought of any other career.

The chairman and chief executive officer of Augusta, Ga.-based Morris Communications Corp. created a stir in the newspaper world last November when he outbid Gannett Co. Inc. and other newspaper giants for the Florida Publishing Co. of Jacksonville.

William S. Morris III

"I remember his father expressing an interest in buying the Jacksonville papers," says Beverly R. Carter, president and general manager of The Miami Herald. The senior Morris, who died in 1967, owned the Augusta Chronicle and Herald.

"Billy" started as a 14-year-old carrier and spent the summers of his youth working in the various departments at the papers before graduating from the Henry W. Grady School of Journalism at the University of Georgia where he served as editor of the Red and Black, the student newspaper that has been a training ground for many people now active in the newspaper business.

Following graduation in 1956, he served as a lieutenant in the Air Force for two years before joining the family business. Morris maintains his interest in flying and holds an Airline Transport Pilot rating, the highest civilian rating attainable.

In 1966, at the age of 31, Morris was elected president of the family corporation that published the Augusta and Savannah newspapers. He also was president of the Banner-Herald Publishing Co. of Athens, Ga. A family dispute developed after his father's death, and that dispute resulted in Morris' buying out his brother, mother and sister in 1970. Today, his Morris Communications Corp. is ranked by Advertising Age magazine as the country's 73rd largest media company.

The price Morris paid for Florida Publishing, which included two dailies in Jacksonville and one in St. Augustine as well as a weekly, has been estimated as between $175 million and $200 million [presstime, Dec. 1982, p. 43]. The price has never been confirmed, and Morris expresses amusement at the estimates.

Whatever the figure, it was a huge outlay for any company, especially so for one that does not exactly rank among the Goliaths of the industry. Morris acknowledges that currently his company is "not actively on the acquisition trail." But, he says, "we would look at any opportunity that came along."

In addition to those in Florida and Georgia, the corporation publishes daily newspapers in Juneau, Alaska, and in Amarillo and Lubbock, Texas. It also owns six weeklies in Georgia, South Carolina and Florida; four commercial printing plants; and Quarter Horse News, a magazine that reflects Morris' interest in quarter horses, which he raises on a plantation in South Carolina.

"Unlike some people who are entrepreneurs in the newspaper business, Billy has always had a wide range of interests," notes Carter, who was vice president and general manager in Augusta before joining Knight-Ridder Newspapers Inc. in 1970. "His interests are so broad they would be unusual when compared with anyone," Carter says. "And he doesn't approach his interests in a casual manner. For example, when learning to ski he quickly became proficient. There are a lot of dimensions to the guy."

Morris developed an interest in printing innovation as a youth, watching the old hot-type operation in the Augusta backshop. "The slowness in putting out the paper" bothered him, he says, and he was eager to examine new developments in the industry. "One reason Morris' operations have been more profitable than others is that he was on the leading edge of technological development," says one Southern newspaper executive. But Morris is not rushing into the latest innovation, pagination. "If your operation is already efficient, there is no gain in pagination," he says, reflecting his devotion to running a tight ship.

Morris made some sweeping management changes when he took over the Jacksonville dailies, eliminating a number of positions. He says many of the former Jacksonville positions became "redundant" after the purchase because the work and responsibilities are now handled out of the central corporate office. "There is economy in a group operation," he explains simply.

The 49-year-old Georgian is built as trimly as his personnel rolls. He was known for jogging several miles a day years before jogging became popular. Soft-spoken and self-effacing, but not shy, Morris seems to be a master of maintaining a low profile.

He is described by fellow publishers as "very pleasant," "courteous," "not particularly gregarious," "quiet," "interested in the thrill of the chase" and even as "a fun guy."

"He must have a lot of friends," observes one publishing colleague, "because he was elected to the AP board the first time he ran" in 1976. Morris is now in his third three-year term on the 21-member board.

Morris is sensitive to criticism about the editorial quality of his newspapers. The decision to attend journalism school was his own, he points out, and he maintains his interest in journalism education and in continuing education programs for his editors and staffers. For example, he recently arranged a two-day news management seminar in Augusta conducted by Rene J. (Jack) Cappon and Jules Loh of the Associated Press for 30 of the group's front-line editors and writers "to hone their skills."

"We have other seminars," Morris says. "There is continuous emphasis on news product quality, writing and graphics."

Morris and his wife, Mary Sue, live in Augusta. They have three children: two in college, one at home. □

The New Effort to Control Information

By Floyd Abrams

On Aug. 25, the Reagan administration publicly released a contract that has no precedent in our nation's history. To be signed by all government officials with access to high-level classified information, it will require these officials, for the rest of their lives, to submit for governmental review newspaper articles or books they write for the general reading public.

Floyd Abrams

The contract will affect thousands of senior officials in the departments of State and Defense, members of the National Security Council staff, senior White House officials and senior military and Foreign Service officers. Its purpose is to prevent unauthorized disclosure of classified information, but its effects are likely to go far beyond that. It will give those in power a new and powerful weapon to delay or even suppress criticism by those most knowledgeable to voice it. The new requirement, warns the American Society of Newspaper Editors, is "peacetime censorship of a scope unparalleled in this country since the adoption of the Bill of Rights in 1791."

The subject of hearings earlier this month of a subcommittee of the Senate Governmental Affairs Committee, this latest attempt at information control by the Reagan administration is part of a far more sweeping policy. It is one unique in recent history—clear, coherent and, unlike that of some recent administrations, not a bit schizophrenic. More important, it seems at odds with the concept that widespread dissemination of information from diverse sources furthers the public interest. In fact, it appears to be hostile to the basic tenet of the First Amendment that a democracy requires an informed citizenry to argue and shape policy.

In the two and a half years it has been in power, the Reagan administration has:

- Consistently sought to limit the scope of the Freedom of Information Act.
- Barred the entry into the country of foreign speakers, including Hortensia Allende, widow of Chilean President Salvador Allende, because of concern about what they might say.
- Inhibited the flow of films into and even out of our borders; neither Canada's Academy Award-winning "If You Love This Planet" nor the acclaimed ABC documentary about toxic waste, "The Killing Ground," escaped administration disapproval.
- Rewritten the classification system to assure that *more* rather than less information will be classified.
- Subjected governmental officials to an unprecedented system of lifetime censorship.
- Flooded universities with a torrent of threats relating to their right to publish and discuss unclassified information—usually of a scientific or technological nature—on campus.

So far, these efforts to control information have been noticed by those most directly affected, but by few others. The administration's policies, says the American Civil Liberties Union, have been "quiet, almost stealthy, difficult to see and therefore hard to resist." There is also the feeling among many Americans that the actions of this administration are less-than-threatening since they are fueled by the deeply felt conservative ideology of Ronald Reagan and not from the anger or meanness of spirit that, many feel, characterized the Nixon presidency. Furthermore, wrote The New York Times' columnist Anthony Lewis, these actions "have had little attention from the press,

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Abrams, a member of the New York law firm of Cahill Gordon & Reindel and a specialist in constitutional issues, has frequently represented The New York Times and other publications and broadcasters. This article is reprinted from the Sept. 25 issue of The New York Times Magazine. Additional copies of this reprint are available from the ANPA Government Affairs Department.

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However little noticed its actions have been, this is an administration that seems obsessed with the risks of information, fearful of both its unpredictability and its potential for leading the public to the "wrong" conclusions. Its actions are rooted in a view of the Soviet Union, in the president's words, as an "evil empire"—a view undoubtedly bolstered by the destruction by the Russians of a South Korean commercial jet on Sept. 1. It is a view that not only focuses on security but also equates security with secrecy, and treats information as if it were a potentially disabling contagious disease that must be controlled, quarantined and ultimately cured.

Distrust from the outset

The administration's distrust of the Freedom of Information Act was evident from its first days in power. Passed in 1966, the act—which has come to symbolize openness in government—permits citizens to request documents detailing government activities. It resulted in news articles revealing, among other instances of governmental wrongdoing, the My Lai massacre, the FBI's harassment of domestic political groups, and the CIA's surveillance on American college campuses. It also made possible such diverse books as *Perjury: The Hiss-Chambers Case*, by Allen Weinstein; *The Fourth Man*, by Andrew Boyle (which in turn led to the identification of Anthony Blunt as a one-time Soviet spy), and *Sideshow: Kissinger, Nixon and the Destruction of Cambodia*, by William Shawcross. Shawcross, a British writer, has called the act "a tribute to the self-confidence of American society."

Contending that the FOIA had weakened law-enforcement and intelligence agencies and become burdensome to implement, the administration made enactment of major amendments limiting the scope of the act a matter of high priority. One proposal, not adopted by Congress, sought a total exemption of the CIA from the provisions of the act, even though the agency had won every case in which it sought not to disclose properly classified information.

Unable to obtain congressional approval of its major amendments, the administration resorted to a different tactic. Under the FOIA, classified information is denied the public unless it can be shown in court that the material, according to the prevailing guidelines, was improperly classified in the first place. By changing the classification guidelines—something the President may do without congressional approval—the administration avoided the risk that the courts would order the release of such documents.

Early this year, the administration took additional steps—again, ones not requiring congressional approval. The Department of Justice reversed the policy formerly in effect of being "generous" in waiving the payment of processing fees to public-interest organizations seeking information under the act. Sternly phrased legalistic criteria were substituted, barring the waiver of fees unless the government first decided that, among other things, the information released "meaningfully contributes to the public development or understanding of the subject." The effect of the new guidelines was to permit the government itself to decide what information about its conduct—or misconduct—was "meaningful."

The administration also moved into other areas of information control. Under the McCarran-Walter Act, adopted over President Harry S. Truman's veto in 1952, foreigners may be denied visas to visit the United States if a consular officer or the attorney general "has reason to believe" the prospective visitor seeks "to engage in activities which would be prejudicial to the public interest." Given such sweeping statutory authority, an administration, if it chooses to, can give its ideological dictates free rein.

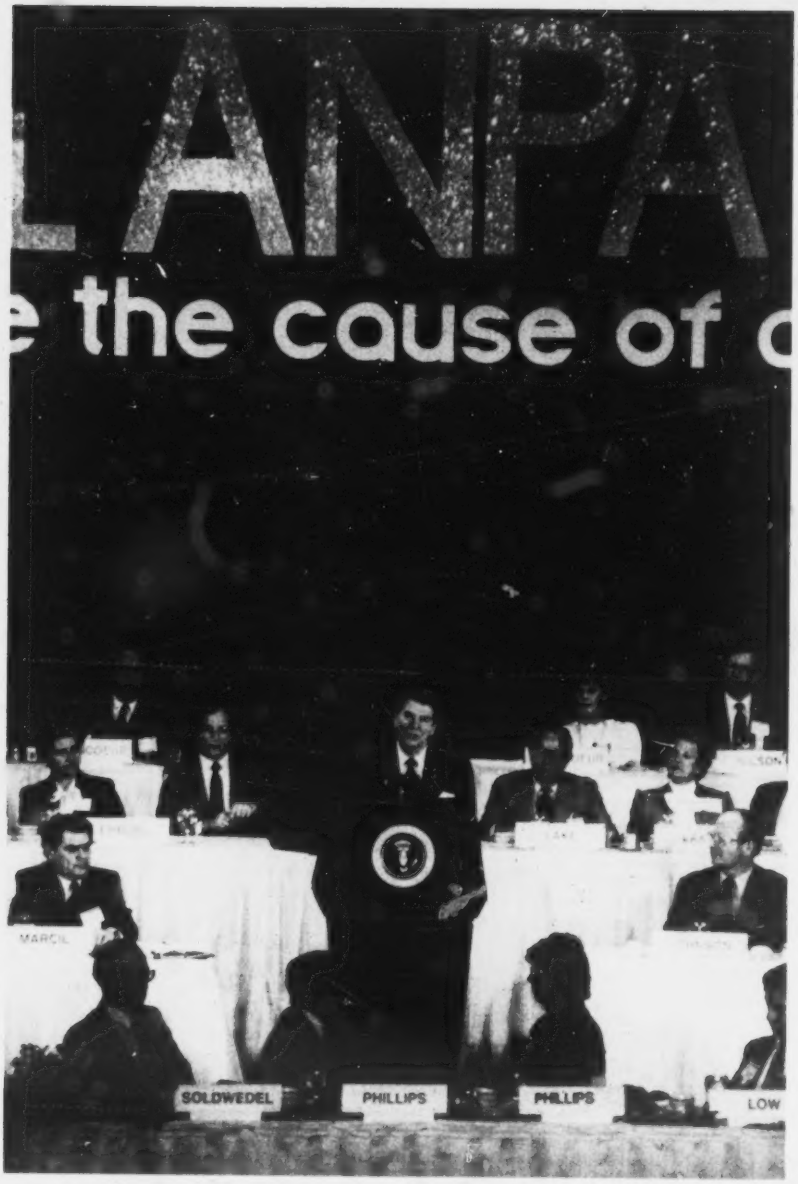
Invoking this act, the Reagan administration barred a wide range of foreign speakers. Allende was denied entrance to the country to speak. So were the Rev. Ian Paisley and Owen Carron, spokesmen for, respectively, the radical Protestant and Roman Catholic groups in Northern Ireland. Julio Garcia Espinosa, deputy cultural minister of Cuba, was barred from attending a film festival in Los Angeles because his attendance, according to a State Department spokesman, "could be prejudicial to U.S. public interests."

Last year, the Justice and State Departments prevented groups of foreigners from attending a United Nations disarmament session. When protests were made to Kenneth L. Adelman, then deputy United Nations delegate, about the denial of visas to hundreds of Japanese who wished to attend the session, his response was: "We have absolutely no legal obligation to let Tommy Bulgaria or anyone else from Soviet-front groups" enter the country.

Motion pictures have not escaped administration scrutiny. Since its adoption in 1938, the Foreign Agents Registration Act has required any film that is produced under the auspices of a foreign country and that is political propaganda to be so labeled unless the film is "not serving predominantly a foreign interest."

In the single most expansive, and best known, interpretation of the statute by any administration, the Department of Justice last year sought to require three films produced by the National Film Board of Canada to be labeled as political propaganda. One of the films, *If You Love This Planet*, subsequently won an Academy Award. The Department of Justice later summarized the film's "political propaganda" message this way: "Unless we shake off our indifference and work to prevent nuclear war, we stand a slim chance of surviving the 20th century."

Why a film with such a message was considered political propaganda has yet to be satisfactorily explained. Why it was considered to be serving "predominantly a foreign interest" also remains unexplained. On May 23, 1983, Judge Raul A. Ramirez of the U.S. District Court for the Eastern District of California entered a preliminary injunction restraining the Justice Department from requiring registration of the three films.



C. David Rambo

Reagan defends his administration's information policies before the 1983 ANPA Convention in New York City.

"The court," concluded Judge Ramirez, "is having great difficulty in ascertaining how any legitimate Federal interest is espoused or advanced by the classification of documents and/or films such as those before the court as propaganda. It makes no common sense whatsoever when we are dealing in a realm where the entire purpose is the dissemination of free ideas throughout the citizenry of the United States, so that citizens can bounce ideas off of each other to ascertain the truth."

American-made documentary films destined for foreign audiences have not escaped scrutiny either. Under an agreement adopted by a United Nations conference in 1948, film makers pay no American-export or foreign-import duties if the United States Information Agency certifies that they are primarily intended to "instruct or inform" rather than to propagandize.

It is the USIA that decides on which side of the line—"information" or "propaganda"—a film falls. It, in turn, relies on the government agency with expertise in the areas to advise it. Under this administration, as revealed in the July-August issue of American Film magazine, the result has been that the acclaimed 1979 ABC documentary about toxic waste, *The Killing Ground*, was denied a certificate. The Environmental Protection Agency concluded last year that the film was "mainly of historical interest" since the United States "has made great progress in managing hazardous wastes." *The Killing Ground* had won two Emmys, first prize at the Monte Carlo Film Festival and been nominated for an Academy Award. But to its EPA reviewers, "the tone of *The Killing Ground* would mislead a foreign audience into believing that the American public needed arousing to the dangers of hazardous wastes [when] this is no longer the case."

So intently has the administration focused on the perils of disclosure of information that it has sometimes failed to distinguish between information previously made public and that which has been kept secret. When the unaccompanied luggage of William Worthy Jr., an American journalist, and his two colleagues arrived from Teheran at Boston's Logan International Airport in December 1981, it included 11 volumes of American Embassy documents said to have been seized by Iranians during the takeover of the embassy, reproduced by

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them and sold freely on the streets of Teheran. The documents had been secret. By the time the three Americans obtained a copy, they could hardly have been so to any intelligence agency in the world.

Nevertheless, the volumes were impounded by the FBI and Customs officials at the airport. A year later, after the journalists had sued the government, the two agencies agreed to an out-of-court settlement of $16,000.

Prepublication review

Of all the policy changes of the Reagan administration from that of its predecessors, the ones that may have the most lasting impact are the decisions to classify more information and to subject government officials to lifetime prepublication review.

This occurred in three stages, the first taking place eight months after the inauguration of the new President. One of Attorney General William French Smith's first major acts in 1981 was to revoke Justice Department guidelines issued just a year before concerning the United States Supreme Court decision in *Snepp v. United States*. In 1980, the justices had upheld, by a 6-3 vote, a CIA requirement that its employees agree to lifetime prepublication review by the agency of their writings to ensure that no classified material was revealed. The Supreme Court concluded that someone subject to such an agreement who failed to submit his writings, even of unclassified information, breached the agreement. Frank Snepp 3rd, a former CIA analyst of North Vietnamese political affairs, was obliged to turn over to the government all of his earnings from his book *Decent Interval*.

The Supreme Court ruling contained broad language that could be interpreted to permit the same prepublication review procedure to be applied, as well, to the tens of thousands of non-CIA employees who also have access to classified information. The government had not sought that degree of power in the Snepp case. Nor is it clear that the court intended that result.

Aware that in hands insensistive to First Amendment rights the Snepp opinion might be overextended, Attorney General Benjamin R. Civiletti issued a set of guidelines. They called for the government to consider several alternative actions before rushing to court to obtain injunctions against publication of unintentional and possibly meaningless disclosures of information. Among the factors to be weighed was whether the information already had been made widely available to the public and whether it had been properly classified in the first place.

In revoking the Civiletti guidelines, Attorney General Smith explained that his department sought to avoid "any confusion as to whether the United States will evenhandedly and strenuously pursue any violations of confidentiality obligations." However, no example was offered of any harm actually or even potentially caused by the Civiletti guidelines.

The second step taken by the administration related to the classification system itself. The system had long been criticized for its absurd overinclusiveness. Between 1945 and 1963 alone, more than 500 million pages of documents had been classified. By 1973, 160 million pages of classified World War II documents still had not even been reviewed to determine if they should be made public. President Richard M. Nixon once observed that even the White House menu was classified.

A 1978 Executive Order signed by President Jimmy Carter attempted to limit the amount of information unnecessarily kept from the public. Government officials were ordered to consider the public's right to know in classifying information and were told to use the lowest level of clearance when in doubt. Classification of information was permitted only on the basis of "identifiable" potential damage to national security.

By an executive order signed on April 2, 1982, President Reagan reversed each of the critical components of the reforms adopted four years earlier. Government officials were no longer required even to consider the public's right to know when they classified information. When in doubt, government officials were to classify material at the highest, not lowest, level of secrecy. The requirement that potential harm to national security be "identifiable" was abandoned.

The third step was taken on March 11, 1983. That day, a presidential directive was issued, requiring a wide range of additional present and former government officials to obtain clearance from the government before publishing material that *might* be classified. The Justice Department document detailing the directive cited the Snepp decision as the basis for the requirement.

The new presidential order and the Aug. 25 "agreement" released by the administration that implements it establish a category of information described as "sensitive compartment information," or "SCI"—classified information that is "subject to special access and handling requirements."

Richard K. Willard, deputy assistant attorney general, has defended the presidential directive by saying that the "prepublication review program provides a reasonable method of preventing disclosures by those employees who have had access to the most sensitive kind of classified information."

However, according to the Justice Department document explaining the directive, prepublication review will be required of all books (fiction or nonfiction), newspaper columns, magazine articles, letters to the editor, pamphlets and scholarly papers by officials with access to SCI materials, so long as what is written describes activities that relate to SCI, classified information from intelligence reports, or "any information"—classified or not—"concerning intelligence activities, sources or methods."

Under the new policy, there is no need to submit for prepublication review material consisting "solely of personal views, opinions or judgments" on topics such as "proposed legislation or foreign policy." But the Catch-22 is this: If the

Margaret Genovese

Representatives of the press make their case that the FOIA should be "fine tuned" by Congress, not gutted. Testifying in July 1981 before a House government operations subcommittee were (from left) William Cox of The Courier-Journal in Louisville, Eric Ridder of the Journal of Commerce, and Edward Cony of Dow Jones & Co. Inc.

opinion even implies "any statement of fact" that falls within the range of review, then the material must be cleared by the government before it is published.

Since most opinions worth expressing about American defense or intelligence policies at least imply some proscribed facts, what the new requirement amounts to is a massive intrusion of the government into the right of former officials to speak and of the public to listen.

Responding to the initial announcement in March, the Society of Professional Journalists, Sigma Delta Chi, called the directive an "ill-conceived proposal" that is "as troubling as it is sweeping. . . . Taken with previous actions by the administration to stem the flow of government information to the people, the cumulative effect is a major retreat from this country's commitment to open government."

So breathtaking is the scope of the presidential directive that if it had been in effect before this summer, many articles published in this magazine could not have been printed without prior governmental clearance. An article last year by Gen. David C. Jones, former chairman of the Joint Chiefs of Staff under Presidents Carter and Reagan, criticizing the current defense establishment, would have had to be cleared by the very establishment Gen. Jones was denouncing. This year, two articles—one by Earl C. Ravenal, a Defense Department official under President Johnson, urging withdrawal of American forces around the world, and the other by Leslie H. Gelb, the national-security correspondent for The New York Times who had served in the Johnson administration, on arms control—criticized policy decisions made by those who would be reviewing them.

The effect of the directive is this: Those people most knowledgeable about subjects of overriding national concern will be least able to comment without the approval of those they wish to criticize.

Academic community

Changes in law to assure that far more information will be kept from the public are only one aspect of the Reagan administration's new era of secrecy. Another, far less known, has pitted the administration against much of the country's university community.

From its first days, the administration has been concerned that the fruits of American technology have been flowing too freely abroad. "Publication of certain information," complained Adm. Bobby R. Inman, then deputy director of the CIA, "could affect the national security in a harmful way." Deputy Secretary of Defense Frank C. Carlucci similarly warned that the Soviet Union was engaged in an "orchestrated effort" designed to gather the "technical information required to enhance its military posture."

The problem that has been vexing the administration has not been one of classified information. To avoid governmental interference in the open exchange of views at universities, many leading universities have refused to engage in any classified research. The problem has been with material that is not classified at all.

Only a month after President Reagan took office, the president of Stanford University, Donald Kennedy, forwarded a letter to Secretary of State Alexander M. Haig Jr., Secretary of Defense Casper W. Weinberger and Secretary of Commerce Malcolm Baldridge. Written by Dr. Kennedy and the presidents of California Institute of Technology, Massachusetts Institute of Technology, Cornell University and the University of California, the letter expressed concern about administration interpretation of two statutes.

The university presidents observed that the International Traffic in Arms Regulations and the Export Administration Regulations, which had "not until now been applied to traditional university activities," seemed about to be interpreted so as to inhibit or bar the exchange of unclassified information, the publication of such material, as well as its use in classroom lectures when foreign students were present.

"Restricting the free flow of information among scientists and engineers," the university presidents urged, "would alter fundamentally the system that produced the scientific and technological lead that the government is now trying to protect and leave us with nothing to protect in the very near future."

The administration's response was made more than four months later in letters from James L. Buckley, under secretary of state for security assistance, science and technology, and Bohdan Denysyk, deputy assistant secretary for export administration of the department of commerce. Both tried to assuage the concerns of the university presidents. Neither could fully succeed in doing so. Both letters assured the university presidents that no "new" construction of law was being imposed by the administration, but the letters were so qualified that it remained unclear just what unclassified technical data were deemed by the administration to be too sensitive to be taught. Meaningful clarification has yet to be received.

What has been received by universities is a series of letters forwarded from the State and Commerce Departments suggesting that ordinary teaching of unclassified materials may be considered an "export" within the meaning of laws barring the exporting of secret technology. If so, the universities might be subject to civil or even criminal sanctions.

The information policies of this administration are radical and new. The across-the-board rejection of the values of information is unprecedented. So is the ease with which (they) have been overcome.

In 1981, for example, in a letter similar to that sent to universities around the nation, the then State Department exchanges officer, Keith Powell 2nd, asked the University of Minnesota to restrict the academic activites of Qi Yulu, a Chinese exchange student, including denying him access, in the area of computer-software technology, "to unpublished or classified government-funded work." Federal law-enforcement officials also visited the university to emphasize the need for the restrictions.

In a blistering response, the University of Minnesota's president, C. Peter Magrath, pointed out to Powell that since the university refused to accept classified government research, scholars from China would not have access to any such material. "We have all kinds of unpublished government-funded research all over the campus," Dr. Magrath went on, "your proposal would restrict him from access to all of it."

Powell had asked that the government be informed prior to any visits of Qi Yulu to any industrial or research facilities. "I can only interpret this," wrote Magrath, "to give us the choice of confining him to the student union or contacting you several times a day about his campus itinerary. . . . Both in principle and in practice, the restrictions proposed in your letter are inappropriate for an American research university." The proposed restrictions, Magrath concluded, "can only have a chilling effect upon the academic enterprise. . . ."

Some foreign scholars have not been able to come to this country because of administration demands that limits be placed on their academic work while they were here. Cornell University, for example, could not invite a Hungarian scientist specializing in electronic circuitry to its campus after the Commerce Department stipulated that the scientist could not receive information in classroom situations (seminars or private discussions being forbidden) and that he could not be given prepublication copies of research papers. Similarly, when Stanford University was advised that a Russian scholar in robotics—who had been invited to this country by the National Academy of Sciences—could not have general access to university facilities (all of which were of unclassified research), the visit was canceled.

The government's activities have not been limited to threatening university administrators with sanctions. A year ago, the Defense Department prevented the publication of about 100 unclassified scientific papers at an international symposium on optical engineering in San Diego. Only hours before the long-planned convention was to begin, the department sent a telegram warning that any presentation of "strategic" information might be a violation of law.

As reported in Science News magazine, the government's censorship action appeared "to be unprecedented in [its] timing, in the large number of papers removed and in the scope of the papers' content." Defense Department officials felt their actions reflected "a greater sensitivity and a tightening up on what can be released in an international forum, particularly one that involves the Soviets."

But to the scientific community, the administration's action was indefensible. In a letter to Secretary of Defense Weinberger, Victor S. Stone, president of the American Association of University Professors, expressed "profound concern" at the Defense Department move. "To restrain the dissemination of unclassified scientific knowledge," the letter said, "is to restrict academic freedom, which is of fundamental importance to our entire society."

The Department of Energy earlier this year weighed in with its own proposal that continued public dissemination of certain already published "unclassified but sensitive information" about nuclear facilities be prohibited. There can be no quarrel with its purpose—to frustrate the efforts of terrorist organizations to produce nuclear weapons or sabotage nuclear facilities. But the proposed rules are so vague (permitting the DOE to withhold almost any information about nuclear facilities) and so unlikely to work (once information is public it is all but impossible to make it "secret" again) that an extraordinarily diverse array of groups—from state officials, universities and public-interest organizations to libraries, Indian tribes and unions—have questioned them, either in testimony given in Washington this summer or in letters to the DOE.

The Oil, Chemical and Atomic Workers International Union pointed out that the DOE proposal would prevent "the public, workers and the families of workers from protecting themselves against unnecessary exposure and the effects of exposure to ionizing radiation." Similar objections relating to health and safety were voiced by environmental groups and on behalf of Indian tribes, whose reservations are near DOE nuclear installations.

Perhaps the most telling response was that of Hugh E. DeWitt, a nuclear scientist at the Lawrence Livermore National Laboratory. The very notion of "Unclassified Controlled Nuclear Information," Dr. DeWitt wrote, would "fit neatly into the mad world described by George Orwell in his book *1984*." The new category of information "simply gives government officials another very broad method to hide their own mistakes and keep information from the American people."

Little public concern

Undoubtedly, some information should be kept secret. The design of weapons, the intricacies of codes, confidences exchanged with foreign leaders and other governmental information that is vital to the security of this nation are and should remain classified. To that extent, the Reagan administration's concern about the disclosure of information is not in itself objectionable.

Nor is the Reagan administration alone in taking actions that restrict freedom of information. The McCarran-Walter Act, for instance, was misused by other administrations to bar speakers with disagreeable views from entering the country. In 1980 the

Margaret Genovese

Assistant Attorney General Rose unveils the Reagan administration's proposals to amend the FOIA at an October 1981 hearing before the Senate Judiciary Subcommittee on the Constitution.

Carter administration blocked the entry into the United States of the prominent Italian playwright and actor Dario Fo because, as one State Department official phrased it, Fo "never had a good word to say" about the United States. (This year, the Reagan administration, too, denied Fo an entry visa.)

The Intelligence Identities Protection Act, a law signed by President Reagan banning disclosure of the names of individuals involved in some way with the CIA, even if they had committed criminal acts under the laws of this country, had been drafted by the Carter administration. Characterized by the University of Chicago law professor Philip B. Kurland as "the clearest violation of the First Amendment attempted by Congress in this era," it remains a stain on the constitutional records of both administrations.

Nonetheless, the information policies of this administration are radical and new. The across-the-board rejection of the values of information is unprecedented. So is the ease with which those values have been overcome.

That all this has occurred to little public notice and only slight public concern stems in part from the personal affability of the President and the lack of malevolence of his aides. If anything, they are more likable and less cynical than is the Washington norm.

The administration has been fortunate that each aspect of its policies has usually been considered separately. University administrators have understandably focused on threats to universities; labor unions have naturally concentrated on threats to the health of their members; the press has too often limited its focus on its right to report the news. One of the few exceptions has been the American Civil Liberties Union, which has challenged the actions of the administration both in the courts and in Congress.

Those actions raise almost endless legislative and constitutional issues. It is clear, for example, that the President may lawfully change the classification system. But Congress, if it chooses, may frustrate the administration's efforts to narrow the scope of the Freedom of Information Act. Legislation proposed by Sen. David Durenberger (R-Minn.) and six other senators would do so by providing that even properly classified information will be unavailable to the public under FOIA only when the disclosure of the information "could reasonably be expected to cause identifiable harm to national security" and when "the need to protect the information outweighs the public interest in disclosure."

In other areas, Congress may, and probably should, amend the McCarran-Walter Act to delete the sweepingly discretionary language that has permitted the State Department to deny American audiences the chance to hear and judge for themselves those foreign speakers the administration deems objectionable. When President Truman vetoed the bill in 1952, he warned that "seldom has a bill exhibited the distrust evidenced here for citizens and aliens alike." History has proved him right.

Congress may, and probably should, also amend the Foreign Agents Registration Act to delete the requirement of labeling foreign films as "political propaganda." Rep. Robert W. Kastenmeier (D-Wis.) has proposed such legislation.

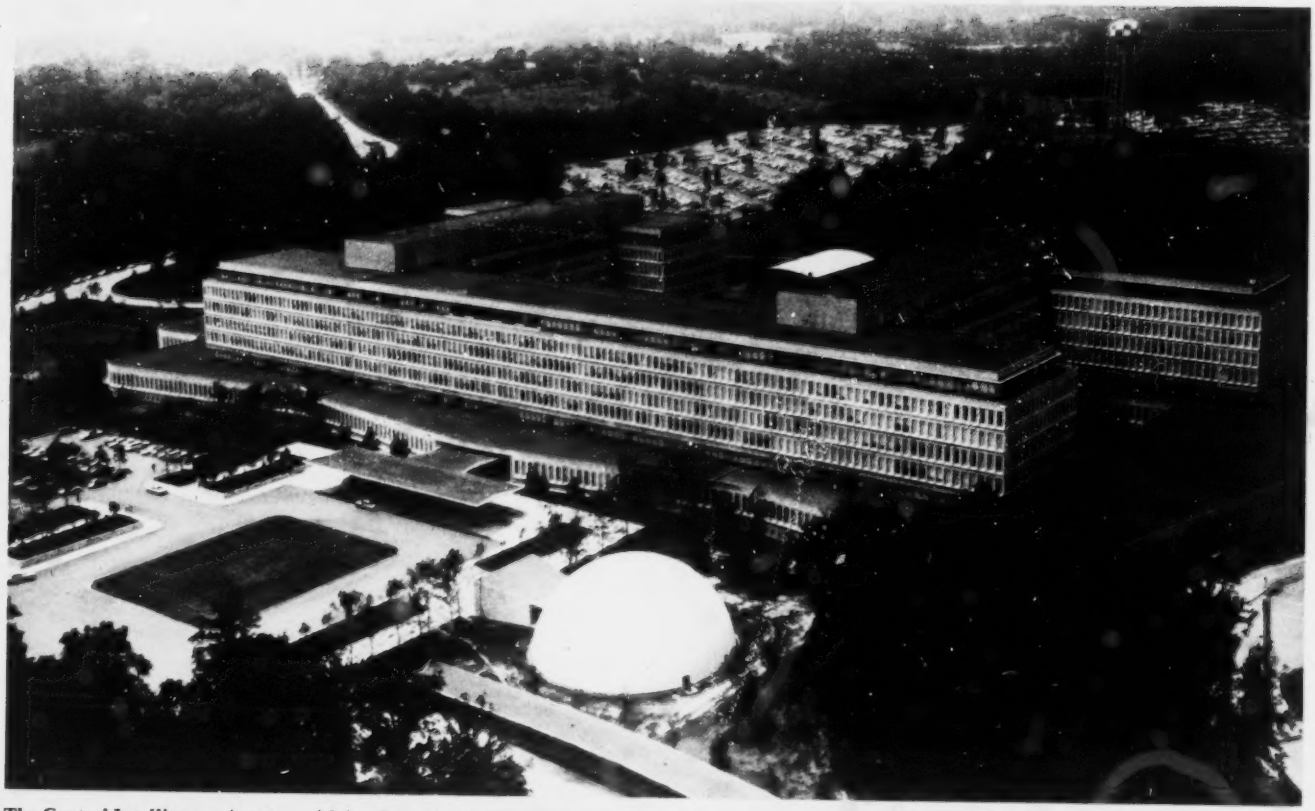
Still other decisions are within the control of the courts in their role as protectors of constitutional rights. Some aspects of the Reagan administration's information policy seem highly unlikely to pass First Amendment muster. It is one thing to say that CIA agents such as Frank Snepp must abide by a contract of silence imposed upon them in the absence of prior governmental clearance. It is quite another to say that the First Amendment could conceivably tolerate the sweeping new restrictions on freedom of expression of thousands of former government officials not involved with the CIA.

Similarly, it seems most unlikely that disclosing unclassified material previously made public can, consistent with First Amendment principles, be made illegal. When those efforts are directed at universities that have historically received the special First Amendment protection of academic freedom to assure the free exchange of ideas, the chances that any prosecution could succeed seem all the less likely.

The question of motive

There remains the question of motive. Why has this administration gone so far, so fast? Why has it adopted new government-wide policies limiting the dissemination of information without any showing that harm had been caused by policies previously in effect?

One answer may be easily rejected. It is not because harmful leaks of information have increased in recent years. Deputy Assistant Attorney General Willard, testifying before the House Subcommittee on Civil Rights this spring, observed that "we



The Central Intelligence Agency, with headquarters in Fairfax County, Va., is often the focal point of freedom-of-information disputes.

have never suggested that it's a problem that has increased greatly in severity in recent years. It's always been a problem." The same day that Willard testified, Steven Garfinkel, the director of the government's Information Security Oversight Office, or ISOO—which is responsible for the security of all executive-branch agencies involved with classified materials—acknowledged that in the past three years only about "half a dozen" leaks had even been reported to his agency.

What, then, has prompted the administration's exuberant efforts in this area? In part, is is because the administration seems not to give much more than rhetorical credit to the concept that the public has a serious and continuing interest in being informed.

There is also a matter of tone. Many of the changes in the classification system are the product of anger by the intelligence community at the Carter administration. ISOO has explained that one reason the classification system was rewritten was because the rules previously in effect sounded too "apologetic." Changes in language between that of the Carter administration ("Information may not be considered for classification unless it concerns . . .") and that of the Reagan administration ("Information shall be considered for classification if it contains . . .") were justified as the substitution of "positive" words for "negative" ones.

Beyond this, there lies something far deeper. The administration is not only generally conservative; its policy is rooted in the concern that Soviet armed might vastly outstrips that of this country and immediately imperils us. With such a world view, claims of national security seem invariably to outweigh any competing interests.

In one sense, there is a kind of logic to the administration's position. Assistant Attorney General Jonathan C. Rose, defending that position, has said that "freedom of information is not cost free; it is not an absolute good." Nor can we be sure what the costs will be. We cannot know what Mrs. Allende might have said had she been admitted to the country or what Qi Yulu may have learned on the University of Minnesota campus. We can hardly be sure that all unclassified information is harmless information. But if we are to restrict the spread of information because we cannot guarantee its harmless effects, we will have much restricting to do in the future.

We will also pay a high price for doing so. The "system that produced the scientific and technological lead that the government is now hoping to protect" has been a basically open one. By threatening the openness of the process by which ideas are freely exchanged, the administration threatens national security itself.

It also threatens the nature of American society. If the Russian attack on the Korean jet reinforces the administration's view about Soviet behavior, it also accentuates the differences between the two countries. It is in the nature of Soviet society to suppress information and to punish those who reveal it. It is in the nature of our society to reveal information and to punish those the information indicates should be punished. The Reagan administration's moves toward a less open society are contrary to our most deeply felt traditions.

There are, as well, longer-range risks in the creation of a new and pervasive apparatus of government secrecy. In relatively placid times, the apparatus may seem merely bothersome to those it touches. In less stable times, it can too easily be used to suppress information essential to the self-government of the country.

In the end, our society is based upon the judgment that the free exchange of information, except in those rare situations where openness will clearly lead to harm, is in the public interest. "Sunlight," Justice Louis D. Brandeis wrote, "is said to be the best of disinfectants; electric light the most efficient policeman." □

Bold action can meet direct-mail threat to preprints

By Eugene C. Patterson

Despite all that's been written about new information technologies and their implications for print media, a more immediate challenge to newspapers is not electronic, in my view. It's old-fashioned. It started five or six years ago when big advertisers like K mart, Sears, Penney—the big national advertisers with stores all over the place—began a trend to pull their advertising out of the run-of-paper and print it separately en masse somewhere on a press that does beautiful color work. Then they ship those preprints—sections, tabloids, broadsheets—by rail or truck to newspaper plants all over America and use us as envelopes simply to hold these preprints.

Eugene C. Patterson

You've seen them. They fall out of your paper in your lap on Sunday morning.

That's troubled me, and it's troubled everybody I know in the news business, because instead of having those advertisements as integral parts of newspapers around which the news and other editorial material are wrapped, these advertisements have become separate. But you can see the advertisers' reasons.

First, newspapers didn't do their job in providing quality printing. If you took the same ad and you sent it out to a thousand different newspapers, you got a thousand different qualities of printing. Advertisers said, "Why should I pay this amount of money when some of these papers are doing just a terrible job of reproducing my ad?" And because we weren't doing uniformly good work, they decided to go to printers who could, and to ship us the finished work.

Second, because they had these multimillion-copy press runs, they could get a volume discount.

You don't have to go to business school to learn that the way to make a profit is to do something better and faster and cheaper. If your competitor is doing it, he's going to dominate.

So we face the challenge of the preprints. And that challenge has moved a little further. Suddenly, some big advertisers are saying, "Why in the world are we shipping these preprints down to the St. Petersburg Times or the Indianapolis Star to let them tuck them into their papers and deliver them to their subscribers when not everybody in town subscribes to the paper? We want total market coverage. The way we're going to get it is either to put these ads in a shopper, that little free thing that's thrown on your lawn—you don't especially want it, but there it is—or to mail them third-class in something called direct mail."

The U.S. Postal Service—that's a tough competitor. It has a huge budget and can move costs around from one item to another so that you don't really know what third-class mail should cost. It's a shell game. Sure enough, a little while ago USPS lowered third-class rates for users who presort the mail by postal carrier route. The Postal Service brought third-class rates down to a level that many advertisers decided is cheap, and they said, "Hey, we're going to hit every house in Indianapolis or St. Petersburg if we simply let Advo-System—a big company that's in the business of sticking things in envelopes and mailing them to your house—handle it."

That's now happening. In the Middle West, quite recently, K mart told every newspaper in several states that had been carrying their preprints, "We're going to give these ads to Advo and see what happens."

Then Sears announced that the preprints that the St. Petersburg Times had been carrying on Thursdays for a very long time were going to be turned over to direct mail through Advo because Sears felt its rate was lower and coverage was total.

When it did, we went to Sears and said, "Let's test this matter. We have confidence that we are a greater advertising medium than direct mail. We'll just point to right field like Babe Ruth and bet you we'll hit a home run across it. We will send about 30 interviewers from our research department to six exits each at three of your biggest stores on the west coast of Florida, and over an eight-day period we will interview people as they leave those stores. You'll be putting ads in the St. Petersburg Times even as you mail that preprint. So we're going to ask them, 'Did you see an ad in your mail or in your newspaper that influenced you to buy the merchandise that you have in your arms?' "

Sears welcomed this, because it wanted to know the result too.

So instead of cowering, afraid that we were losing business forever, we decided to be bold enough to bet that we're the best. We sent the interviewers out, and more than 5,000 people were interviewed. We determined as they came out of the store that they bought about $180,000 worth of merchandise over the eight days. Twenty-five percent of the purchasers said they had seen the Sears ad for the items purchased. From that 25 percent who bought as a result of the ads, we determined that the Times had outperformed direct mail by 8 to 1. We demonstrated this conclusively to Sears. That, together with a volume discount—we cut our price—resulted in Sears' announcing to Advo that it was dropping direct mail as of Nov. 1 and coming back as a preprint insertion of the St. Petersburg Times!

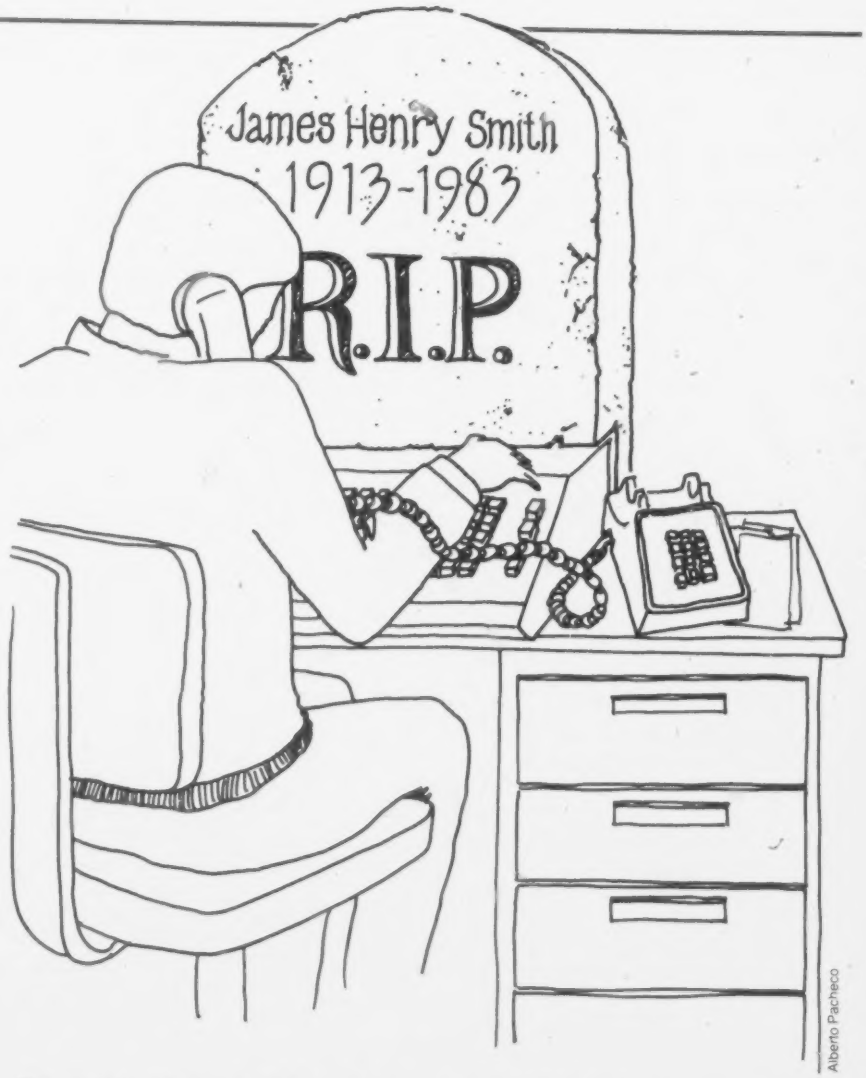
I think this story contains the answer for newspapers. We're under challenge in the marketplace. First, we've got to have confidence in what we sell. We have great reader loyalty. We have people accustomed to receiving advertisements and reacting to them in newspapers that they come to trust and feel are a part of their home. Second, if we haven't printed ads well enough to keep them on our presses, we need to get presses and learn printing procedures that will reclaim those ads from preprints. Finally, if our price is out of line, we've got to get that price back in line. After all, this is a free enterprise country, and you can't blame an advertiser for looking for the best deal he can get. □

Patterson is president and editor of the St. Petersburg (Fla.) Times. This article is excerpted from remarks he made Sept. 6 at the Indiana University School of Journalism.

Obits

Newspapers' eternal draw for readers

By C. David Rambo
presstime staff writer



Alberto Pacheco

Although the electronic media have shown they can grab the public's attention often by reporting breaking news first, there remain large areas of information beyond their reach or capability. One of the most secure of all of these is unglamorous but highly popular, and it is the province almost exclusively of newspapers—the obituary.

"Where else are readers going to get it? The radio? They're not going to get it there," says Donald E. Gordon, managing editor of The Southeast Missourian of Cape Girardeau, Mo., referring to those write-ups of deaths and lives of the known and the relatively unknown that only newspapers provide.

Of course, the broadcast media can and do report deaths of national figures and celebrities. But even then they cannot provide the detail followers demand. Often TV news reports of the death of an actress, actor, author or other prominent person simply whet the appetites of fans who rush out to buy newspapers to read detailed information not offered on TV.

When singer Elvis Presley died unexpectedly amid suspicions of a drug overdose in 1977, the media were almost unable to respond to his millions of fans' demands for information about their idol's death—and life. Some editors totally underestimated the public's cry for information about Presley. Many who gave scant attention to his death found themselves inundated with phone calls from anguished fans, and they responded with more detailed stories and sidebars on the second day after the death.

By the day of Presley's funeral, many newspapers were sending staffers to cover the Memphis ceremony and printing what amounted to special supplements on the death of the "King of Rock'n'Roll." They sold out.

The point is, only newspapers have the space, the time and the staff to fill the readers' needs for obituary information—whether it concerns the death of a front-page newsmaker or a person known only to a handful of others on the face of the earth.

And many Americans believe that the *only* time their names will ever appear in a newspaper is in their obituary.

Changing times. How that one and only occurrence is handled—or even if it is handled—depends greatly on the winds of change that have reordered many newspapers' approach to obituaries.

At one time, most obits contained flowery language, long lists of survivors and highly embellished accounts of the deceased's worldly achievements. They seldom, if ever, mentioned the cause of death.

Now, many newspapers are much more selective in the information they will carry about the people to be honored with an obit.

Many adjustments over the years in the handling of obits are simply a realistic response to contemporary needs and lifestyles.

For example, some newspapers have started to run the names of non-relative "survivors" in the case of unmarried couples. The "live-in friend" presents "a new problem that's sort of peculiar to this day and time," says Gordon. He believes that

under many circumstances this unrelated surviving person "was too much a part of the (deceased) person's life to be left out of the obituary."

In the interests of saving space and editing more tightly, many newspapers have reduced the number of survivors' names. Years ago it was not uncommon to see accounts listing all aunts, uncles, grandchildren and distant cousins. But now most newspapers' policies are to mention only immediate family, including spouses, children, parents and siblings.

Also to save space, many newspapers such as The Washington Post have made typographical and headline changes. The Post, which unlike most big-city dailies complies with all family requests to run obituaries, has abandoned separate headlines for each person and has replaced them with boldface namelines that are slightly larger than the body copy.

Many newspapers are showing less reluctance to print the cause of death. Cancer, especially, used to be taboo at many papers because families thought there was a stigma attached to the disease.

Now, some papers virtually mandate listing the cause of death. Some funeral directors and survivors at first were infuriated with what was perceived as an unwarranted invasion of privacy at a time of great family grief. One obit writer noted, however, that opposition seemed to melt after readers became accustomed to seeing the cause of death routinely listed in local obituaries.

Coverage of suicide still presents problems. At one time some newspapers actually ignored some suicidal deaths. More frequently, papers would run an obituary but simply not mention suicide as the cause of death. Today, coverage of suicide or suspected suicide is much more candid, although many newspapers say they still use discretion and decide each case individually.

At least one newspaper, The Southeast Missourian, has started running the full date of a person's death because obits often are "clip material" that would not include the folio line showing date of publication. "Reading the date in the paper that day doesn't mean much, but 10 years from now, it will mean something," explains Gordon.

Continuing practices. Perhaps more significant than the changes in obit policies are those practices that have remained unchanged.

Most newspapers appear to be sticking to their old ways on one of the most basic policy questions—should all obits be run, only those requested by the family or only those that are newsworthy? Most large newspapers still do not run all requests. At the Seattle Post-Intelligencer, for example, an obituary must "make the paper on its own merits," says Assignments Editor Michael J. Sweeney. Each person must be "newsworthy in their own right."

Sweeney says the newspaper runs about half of all obits submitted. "We don't get many (requests) because people know better," he adds.

On the other hand, most small papers carry on the tradition of running all obits of residents in their circulation area or of people with local ties. "In a small town, the obituaries probably are one of the most popular items because everybody knows everybody," says Larry Brubaker, editor of the Northwest-Signal, Napoleon, Ohio.

"From a philosophical point of view, too,

Obituaries are really about life, not about death

A lot of young reporters might think that being assigned to write obits is—dare one say it?—a dead-end job. But according to some people who make their living at it, that's not so.

"It's not as morbid as it sounds," says William D. Laffler, obituary editor of United Press International who also calls himself the "resident necrologist." "I find it very interesting to see what human beings can accomplish."

Richard Pearson, obituary writer of The Washington Post, agrees. "You're really through with the death in the first paragraph, or at least you should be. After that, it's an interesting life."

The challenge to obit writers is to get beyond the bare statistical data that a person will normally generate in a lifetime and make the story "a profile rather than a set of facts," says Albin Krebs, obituary writer of The New York Times. "You must find the telling thing that shows the personality."

Of course, the freedom obit writers at larger papers enjoy is much broader than that for desk hands at small papers, whose task consists essentially of taking information over the phone from funeral directors and then writing a formula death notice.

Krebs, for example, spends much of his time writing and updating advance obituaries—that is, news stories of the deaths of people who are still very much alive. He says he generally has a free hand in selecting the living people for whom he writes his detailed advance obituaries. And he is free to travel to conduct interviews with friends, family and associates of the subjects, and, going directly to the source, the subjects themselves.

When Krebs interviewed actress Bette Davis several years ago, she was shocked when she learned the reason for the interview and told him indignantly, "I have no intention of dying in the next 10 years."

Among his favorites have been Noel Coward, Louis Armstrong (two who "really opened up" to him), Lord Mountbatten of Burma and Lyndon B. Johnson. They were "bigger-than-life people, all of them, who were marvelous talkers."

One drawback to the job is having to deal with reactions like that of actress Davis. "Some are amused. Some are flattered. Some are very, very . . (upset)," says Krebs.

"You have to appeal to their vanity," Laffler of UPI says. "You might tell them, 'Look, it's a memorial. You'll want something in the files, won't you?'"

Another approach is to tell the interviewee that the information simply is an update for the newspaper's general files in case the person wins an award or is noted for an achievement.

Or in the case of politicians who have been involved in controversial issues for much of their life, "I often tell them we want to set the record straight," Krebs adds.

An advance obit is no guarantee, however, that a newspaper will be fully prepared when a person dies. Krebs says in the case of famed British stage and screen actor Sir Ralph Richardson, who died Oct. 10 in London, "the editors thought (the advance obit) was flat, so I had to start from scratch."

to let somebody's death pass unnoticed is in bad taste," says Frank R. Wetzel, editor of the Journal-American in Bellevue, Wash.

Virtually all newspapers agree that obituaries get high readership, particularly among older people.

Leo Bogart, in his 1981 book *Press and Public: Who Reads What, Where, When and Why in American Newspapers*, reported that a 1977 study showed 63 percent of respondents 55 years old or older had "at least some interest" in obituaries. Comparable interest for the other age groups, he reported, was: 45 to 54 years old, 58 percent; 35 to 44, 61 percent; 30 to 34, 51 percent; 25 to 29, 42 percent; and 18 to 24, 45 percent.

Bogart's figures also showed women to be slightly more interested than men in obituaries.

Proprietary 1981 survey results on file at the "Mining Company" of the ANPA News Research Center, Syracuse University, show that 51 percent of daily newspaper readers in the Northeast "regularly" read obituaries. In the Southwest, the figure was 55 percent.

Obituaries usually are anchored in a certain part of the paper, where readers can turn to them habitually and easily.

As with most other features whose placement subscribers are accustomed to, readers like their obits to stay where they are from day to day. Carroll F. Robbins, managing editor of The Daily News in Springfield, Mass., says that a few years ago his newspaper moved the obits from page two to a position in the back of the paper. "The phone didn't stop ringing for two days. They (readers) were very sensitive," he says.

Information sources. Newsrooms differ on how they handle obits with respect to the source of information. The Washington Post, on one end of the spectrum, gets all its information from the deceased's family members, says Post obituary writer Richard Pearson. The newspaper is able to verify spellings and learn anecdotal information that probably would be unavailable from an undertaker.

Many others are like the Northwest-Signal. "We usually run what the funeral home gives us," explains Editor Brubaker.

Newspapers also seem to follow old practices when it comes to deciding who will handle the obit job. The New York Times assigns reporters to research and write obituaries of the people it deems worthy of coverage. One of them, Albin Krebs, describes his pieces as more like "biographies" than just lists of information.

At some publications, the job is spread throughout the newsroom. Usually, that means it goes to whomever happens to pick up the phone when the funeral home calls.

"The staff doesn't like them much, but they accept them with a certain amount of reservation," says Gordon of The Southeast Missourian. Nearly all his newspaper's obits are taken over the phone.

He adds that mistakes are "a low-grade problem," and he must continually "resell the importance" of not relying on phonetic spellings and other shortcuts.

Some newspapers assign obituaries to non-news personnel. Chief obit staffer for the Las Vegas (Nev.) Review-Journal, for example, is Paulee R. Corwin, secretary to Editor Thomas Keevil. She says she usually handles 12-18 obituaries per day.

Most all newspapers will enhance obituaries of prominent people with information from their own files. Of course, some of the biggest newspapers have obituaries of such people written in advance and stored in a computer even when there is no reason to believe death is imminent. Krebs said the Times has "several hundred" staff-written obits on file.

If newspapers do not have pieces already written, they may have biographical sketches on file. For example, the Journal-American in Bellevue recently sent a biographical questionnaire to a couple of hundred people. Editor Wetzel says the paper will use the information for news stories and obituaries.

But whether they are of celebrities or of ordinary folks, obits are recognized by editors as effective tools in the competitive media war. And there is no dearth of ammunition. In the past several years, the annual death rate in the United States has topped 1.9 million people, according to the U.S. Census Bureau.

But obits must be handled well because of the ill will that easily can be generated among family members devastated by erroneous information published following the death of a loved one.

"You're dealing with a family who's probably never going to deal with this paper again. And they probably haven't dealt with the paper before," says the Post's Pearson. "How you handle this will probably stay with them the rest of their lives." □

IRE offers computer search service

Investigative Reporters and Editors Inc. has started a computer data base search service for IRE members in which reporters and editors may request searches on virtually any topic through a field of about 1,300 commercial data bases.

Basic fee for the service is $47. Requested information will be sent to the member within 10 days. For a $10 surcharge, the turnaround time is reduced to 24 hours.

The search service was organized by John Ullmann, former IRE executive director who is serving the organization as a paid consultant until Dec. 20. Ullmann in January will become assistant managing editor of projects for the Minneapolis Star and Tribune.

The service was launched with a $2,500 start-up grant from Indianapolis Newspapers Inc.

IRE has established a special telephone number for the data base search service. It is (314) 882-3364. □

63 newspapers featured in new 'Best of Design' book

"Fourth Edition: The Best of Newspaper Design, 1982-83" has been published by the Society of Newspaper Design.

The 123-page book presents the 350 winners of the society's annual creative competition, which this year attracted more than 3,900 entries. The work of 63 newspapers from the United States, Canada, Norway and Puerto Rico is included.

Some of the examples were taken from The Boston Globe, Chicago Tribune, The Dallas Morning News, Los Angeles Times, San Jose (Calif.) Mercury-News, Minneapolis Star and Tribune, The Village Voice, USA Today and The Washington Times.

Copies are available for $20 from "Fourth Edition," the Society of Newspaper Design, The Newspaper Center, Box 17290, Dulles International Airport, Washington, D.C. 20041. □

'Pirates' ride the high seas of cable technology

By Margaret Genovese
presstime staff writer

"Stealing cable television services is not a game . . it's a crime!"

With tough-talking newspaper ads like that one placed by an association of seven cable-system operators on Long Island, N.Y., the cable industry is attempting to curb what it sees as a growing problem.

The National Cable Television Association estimates that so-called cable "piracy" cheats cable system operators of about 5 percent of gross revenues a year, or about $300 million to $400 million.

Cable pirates may be non-subscribers who illegally tap onto the cable line. Or they may be subscribers who, while paying for some services, purloin others.

(There is yet another way to get cable programming free—via backyard or rooftop satellite receiving dishes—but this growing practice has not been as clearly defined legally.)

What kind of people are these perpetrators? "Just look into the mirror," says J. James McElveen, NCTA's director of public affairs. "In other words, it could be any of us."

Cable piracy has existed almost from the day the first coaxial cable was strung along America's residential streets. But declaring war on these electronic Bluebeards has only recently become a high priority of the cable industry.

Donald H. Mitzner, chairman of the Theft of Service Committee of the New York State Cable Television Association, explains that, heretofore, numbers were relatively small and operators were too busy hooking up legitimate customers to deal with crooks.

Now, he says, the problem is "increasing and to some degree limiting the growth of the cable industry." Mitzner, president of Group W Cable-Manhattan, says cable's rapid growth rate is going to level off, and "the 5 to 10 percent of the business we are losing is an important factor."

Although Congress has shown some legislative interest in the area, no federal law specifically addresses cable piracy.

Twenty-eight states have such laws, according to NCTA, and all states have so-called "theft of service" laws that deal with theft of everything from cable TV signals to hotel towels.

On the local level, many municipalities have put language in their cable franchise ordinances declaring it illegal to receive unauthorized cable service.

System operators are understandably reluctant to be too specific on the techniques used by pirates because, as one pointed out, "you don't have to be a technical genius to steal cable." However, it is known that among the forms of piracy are:

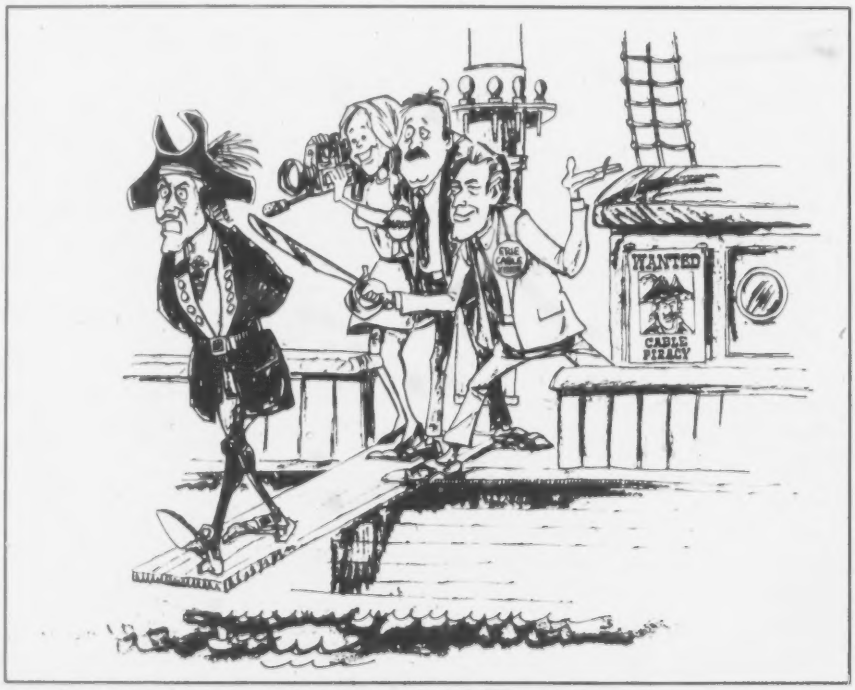
- Illegally running a line—a "hot drop"—into the home from the main cable. To receive service, the non-subscribing pirate attaches a cable converter to the line. A converter is the box-like tuning device that cable system operators provide subscribers, but they also are readily available from electronic stores.
- Illegally getting more service than is being paid for. The subscribing pirate might hook additional television sets to the cable, or use unauthorized devices to receive pay services such as Home Box Office or other movie channels.

Cable systems operators use several means of securing their pay signals. One method is to put a "trap" on the cable line that prevents pay service from entering a home where the service is not being paid for. The problem is, cable pirates have been known to remove those traps.

Another method is to scramble signals so that a special device must be used to make the picture come clear. Again, the system is flawed in that not only cable systems but also retail electronics shops have these "descramblers." Selling them over the counter is illegal only in about a dozen states.

Increasingly, cable systems are offering more than one premium service, in which case the converters used must have the capability of descrambling more than one signal. But an unscrupulous subscriber can play pirate by ordering one service, opening the converter box and, in most cases, merely clipping or soldering a wire or two.

Some system operators are trying to



American Television and Communications Corp.

One of the cable systems crusading against piracy is located in Erie, Pa.

overcome the problem by making it harder to tamper with their equipment. Others are turning to so-called addressible converters in which pay-cable signals are sent only to subscribing households.

Another technological wonder, the electronic "sweep analyzer," is being used to track down signal piracy without having to enter the home.

Fighting back. Cable systems are not the only losers when pirates make off with cable programming booty.

Municipalities lose funds because franchise fees are calculated as a percentage of the system operators' revenues. Paying customers lose because they in effect subsidize non-paying ones. Programmers lose money they could use to develop more and better cable programs. Manufacturers and suppliers of legitimate cable equipment lose business. Finally, the quality of reception also can be adversely affected by pirates tapping into the line.

With losses mounting, cable companies have begun responding in various ways.

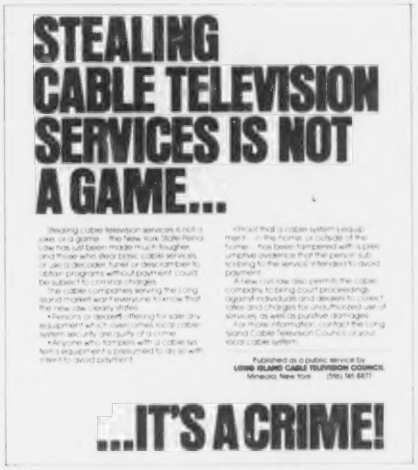
Cox Cable San Diego, the country's biggest cable system with 228,000 subscribers, acted after receiving estimates it was losing $12 million to $13 million a year to about 65,000 pirates.

One of the first steps it took was to tighten internal security. "We were to blame for most of it (theft problem) ourselves," says Charles R. Peters, the system's director of security.

According to Peters, the company often failed to disconnect lines when subscribers terminated service. It also did not adequately protect equipment from theft by employees and others. Some people were successfully prosecuted for equipment theft, and they were ordered to make restitution.

But tightening security is only part of the answer. The public at large must be convinced that the unauthorized reception of cable signals is indeed a crime, according to cable officials in San Diego and elsewhere.

"People don't take seriously the fact that stealing cable is a crime," notes Spencer B. Hays, deputy general counsel for Warner Amex Cable Communications Co. "Most people wouldn't shoplift or steal candy from a store, but they somehow put hooking up to cable illegally into a different category in their mind."



This ad ran in Long Island newspapers.

This is where newspaper ads like the one published on Long Island come in.

Cox has been one of the most aggressive advertisers. In September, Cox Cable Cranston/Johnston Inc. launched what one official called a "full blown media campaign" in Cranston, R.I. In addition to newspaper ads, the campaign featured direct mail, television spots on cable and a recorded telephone message.

Initially, the ads explained Rhode Island's new law against cable theft and the potential penalties for violating it—a $3,000 fine and three years in jail.

As the media campaign continued, the ads described "sweep analyzer" technology being used to catch cable crooks.

Finally, the ads announced a month-long "converter exchange" program. Often labeled an "amnesty" program, such undertakings have become common in many anti-theft efforts.

Under most of them, for a specified period of time, people pirating service are allowed to turn in their unauthorized cable equipment and sign up for service—no questions asked.

The amnesty program in Cranston is somewhat different in that all cable subscribers are being asked to bring their converters in, "both pirates and non-pirates," says Peter V. Dierauf, theft-of-service project coordinator for the company. He explained the rationale:

- It provides "additional reassurances to the pirates who come in that they will not be identified or singled out" for prosecution.
- It allows the cable company to affix special seals to the converter boxes. In order to open the converter box, the seals must be broken, thereby providing evidence of tampering.
- It provides the system operator with a "marketing opportunity"—the chance to give a sales pitch for upgrading service.

To induce non-pirates to participate, the system is waiving its normal $10 charge to upgrade service and is running a sweepstakes, offering prizes including a color TV set and free cable service for a year.

In Cranston, where most of the piracy has involved subscribers' tampering with converters and descramblers to steal pay services, 350 converters were turned in during the first three days of the campaign. But it has a long way to go. Dierauf estimates that out of 17,800 subscribers, 35 to 50 percent are pirating some service.

Asked to reconcile that high rate with the estimated, industry-wide figure of 5 percent of gross revenues, Dierauf theorizes that his system's premium offerings, such as movies, are more extensive than most and thus more tempting for potential pirates.

"Our attitude has been that we believe our customers here are basically honest people. We think that temptation was put in their way and they succumbed," he says. "We are hoping that just letting people know they are breaking the law, that penalties are severe and that they can be detected, will be sufficient to convince the vast majority of people to stop pirating cable services."

"However," he adds, "we recognize that there are people for whom this is a sport and who won't be convinced until we take legal action against them."

After the amnesty program ends, Dierauf says a door-to-door inspection of subscribers' cable equipment will begin. Like the telephone company, the cable company says it has the right of access to its equipment, but the customer must grant permission for such an inspection. A customer who refuses to allow an inspector inside his or her home could face suspension of service, Dierauf says.

Some cable system operators have begun taking the final step—making good on promises to prosecute.

In San Diego, where Cox Cable's amnesty program resulted in the surrender of

about 14,000 converters and the voluntary resolution of another 4,000 theft-of-service situations, the local district attorney, acting on information from Cox, served 45 search warrants in April and selected 18 cases for prosecution. According to Cox's Peters, all of the defendants initially pleaded not guilty. Subsequently, he says, 10 changed their pleas to guilty. The remaining cases are set for trial.

If a state does not have a specific cable-theft law, cable system operators are lobbying to get one because general theft-of-service statutes are not always effective against cable crime. According to NCTA, nine of the 28 existing cable-theft statutes were enacted in the last two years.

The New York law, which took effect Sept. 1, is one of the most comprehensive. For the first time, it is now a crime there to manufacture and distribute equipment such as descramblers. According to one New York cable operator, the piracy problem was recognized as serious when companies selling descrambling equipment began advertising their wares in newspapers.

The New York law also contains a provision stating that the mere discovery of an unauthorized cable converter in a home is enough to prove intent to steal. Previously, intent was a difficult thing for cable operators to prove.

In addition, the law allows cable companies to bring civil suits against persons they find tampering with their systems. This provision is important, operators say, because otherwise criminal cases must be brought by local prosecutors who often are too busy to bust cable pirates.

According to NCTA, two existing federal laws could cover theft of cable service. One is a statute dealing with "wire" communication; the other is a section of the Communications Act that bans the interception of broadcast signals not intended for public reception.

But the federal arm of the law could become much stronger if national cable regulatory bills pending before Congress are enacted. Both S 66, passed by the U.S. Senate in June, and HR 4103, introduced Oct. 6 by Rep. Timothy E. Wirth (D-Colo.), would prohibit reception of cable service except where authorized by a cable system operator. S 66 would put enforcement under the existing federal "wire" communication statute that contains criminal penalties and a right of civil action. HR 4103 would provide specific civil and criminal remedies including up to $50,000 in fines and two years in jail.

Newspapers have a role to play in the cable crime-fighting effort, says Stephen R. Effros, executive director of another industry organization, the Community Antenna Television Association.

"First you need the law," he says. "Then you need some good help from the press to make it clear that just like stealing a newspaper out of the box on the corner, it is illegal to steal cable programming." □

Telecommunications notes

Proclaiming "the waiting is over," Knight-Ridder Newspapers Inc. was scheduled Oct. 30 to **launch Viewtron** videotex service in three Florida counties.

Targeted at a general consumer market, Viewtron offers a wide variety of news and information in text and graphics form from approximately 50 information providers. Subscribers in Broward, Dade and Palm Beach counties can use the service to bank at home, to order merchandise and to send and receive electronic mail. An earlier mid-September date for beginning of commercial service had been postponed [presstime, Sept. 1983, p. 21].

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Cowles Publishing Co. Oct. 1 began commercial operation of **The Spokesman-Review/Spokane Chronicle Electronic Editions.** The videotex service features local news and classified advertising from the Spokane dailies, farm reports from five Cowles-owned Northwest farm publications, and news and information from the Associated Press and colleges and universities [presstime, July 1983, p. 18].

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Times Mirror Videotex Services Inc. has signed an agreement with a partnership of four banks to enable smaller regional and local banks to offer their customers home banking over Times Mirror's **Gateway Videotex Services**. Gateway is expected to begin commercial service in mid-1984.

• • •

Turner Broadcasting System, producer of Cable News Network and CNN Headline News, Oct. 12 announced it would acquire a rival all-news-all-the-time cable TV network, **Satellite News Channels**, and shut it down by the end of October.

The deal called for Turner to pay SNC owners—ABC Video Enterprises and Westinghouse Broadcasting and Cable—$12.5 million each for Turner to offer its news services to cable systems with SNC contracts and for lawsuits filed by the competing networks against each other to be dropped. A Turner spokesman said the U.S. Justice Department was reviewing the agreement.

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Congressional Quarterly Inc. is planning to market an **electronic data base of congressional information.** CQ is a wholly owned subsidiary of the Times Publishing Co. of St. Petersburg, Fla., publisher of the St. Petersburg Times and Evening Independent.

The service, to be called Washington Alert, will contain information on the status of legislation; stories from the CQ Weekly Report, Congressional Quarterly's weekly magazine; profiles of members of Congress from its book *Politics in America*; information on committee hearings and witnesses from its Congressional Monitor publications; a daily summary of major congressional actions; and an index to speeches and floor statements by members of Congress updated daily.

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MCI Communications Corp. has launched an **electronic mail service** in which 7,500 characters of type—about five pages—can be sent terminal-to-terminal anywhere in the United States for $1.

The company also offers a service in which a letter can be sent by computer, printed by MCI and delivered via the U.S. Postal Service for $2; a similar, overnight hard-copy letter delivery service for $6; and, in some locations, hard-copy letter delivery within four hours for $25.

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Time Inc. folded its television programming guide **TV-Cable Week** after the Sept. 25 edition because of circulation problems. □

ANPA, wire services oppose plan to shift 'birds'

By C. David Rambo
presstime staff writer

The Associated Press, United Press International and ANPA separately have asked the Federal Communications Commission to reconsider a plan under which some 1,600 newspaper satellite earth stations would have to be repositioned and electronically readjusted.

ANPA said the plan "presents unacceptable risks" to the dissemination of news. In an effort to better analyze the problem, the ANPA Telecommunications Committee established a special task force to study this so-called "two-degree spacing" issue.

The threat of having to re-aim the dishes comes as a result of FCC planning to accommodate the growing demand for satellite orbital slots [presstime, Sept. 1983, p. 20].

Among other things, the FCC plans to order that Western Union's Westar III satellite be moved from its current position of 91 degrees west longitude to 86 degrees west longitude. Westar III carries all of the AP's satellite transmissions and much of UPI's.

The FCC has not developed contingency plans to give the wire services and newspapers access to another satellite during any transition period.

The press groups said the shift of the satellite 22,000 miles in space threatens to disrupt delivery of wire service material. They asked that Westar III be left in place and that another satellite the FCC intends to put into the 91-degree spot, Spacenet III, be launched into the now-empty, 101-degree slot.

The proposed move of Westar III "would require AP's and UPI's satellite antennas to be reoriented at a substantial cost," ANPA said in its petition. The cost ultimately would be borne by newspapers and other wire-service users, the Association pointed out.

"Repositioning and relocating earth stations will necessarily involve disruptions to the receipt of essential news reports," ANPA said. "Service could be shut down for a lengthy period if adequate transition service is not available. The possibility of even a short blackout of news service in the midst of an emergency or national crisis cannot be tolerated."

AP and UPI officials said that in addition to the impracticality of repositioning their earth stations, some sites on the West Coast and in Alaska are physically blocked from receiving radio signals from a satellite at 86 degree west longitude.

Another part of the FCC proposal is to put satellites closer together in space. Satellites now are positioned four degrees apart, and the commission plans to narrow that gap to two degrees. One question the task force will address is whether closer proximity will cause satellites to cast troublesome interference for the messages of neighboring satellites.

The AP and UPI receiving dishes that "look" at Westar III are about 10 feet in diameter. AP said it has about 900 of them installed; UPI said it has about 700.

However, UPI attorney Harry Martin said the wire service also has installed about 1,000 two-foot dishes that receive signals from a different satellite, Westar IV, that will not be moved under the FCC plan. Those smaller and less-expensive antennas have been put into use by UPI's new owner, Media News Corp., in an attempt to reduce the company's telecommunications costs.

Receivers like this one at The Record, Hackensack, N.J., would have to be re-aimed.

The fact that AP and UPI now are using different satellites was a concern to some members of the ANPA Telecommunications Committee, which met Oct. 4-6 in Washington, D.C. They said such a "split" in the "birds" could cause an inconvenience to newspapers that may want to receive all satellite materials—whether from AP, UPI or the supplemental wires now delivered primarily via AP—on one dish.

There now are fewer than a dozen newspapers receiving both major wires on one dish, spokesmen for AP and UPI said.

Another Telecommunications Committee task force will examine this "split."

The matter was addressed less than four years years ago by the Joint Satellite Task Force of ANPA, AP and UPI. It recommended, among other things, that "the Task Force parties and the newspaper business as a whole should accept with appreciation the decision of AP and UPI to structure their individual satellite-communications services in a manner which will utilize the same satellite(s), same downlink system(s) and same 'single-dish' receivers" [presstime, April 1980, p. 21].

At that time, AP and UPI said that each other's dishes might be used by a newspaper to receive the other service's news material. But a dispute over use of AP's dish for UPI's local loops—the land-line hookups from an antenna to nearby media outlets—caused cooperation to dissolve [presstime, Feb. 1981, p. 21].

Spokesman William K. Adler said UPI's small dishes can handle most data the larger dish receives, excluding audio signals. He added that the small dishes require less elaborate installation than their larger cousins. Some have been mounted on the sides of buildings; some even have been set on a desk near a window with satisfactory results.

Richard G. Atkins, AP director of communications, said AP also is considering use of small dishes. "AP is investigating and conducting tests for small-dish technology which is not limited to technology in use commercially," he said. □

Phone rate hikes, 'bypass' bills, may cost newspapers dearly

Although details remained sketchy in late October, the newspaper business was bracing for possibly severe telephone-rate increases under a $20-billion rate hike request AT&T filed with the Federal Communications Commission Sept. 30.

The rate request and the FCC's proposed access charge drew particular concern from the ANPA Telecommunications Committee at its Oct. 4-6 meeting in Washington.

Sometime after AT&T's divestiture Jan. 1, the access charge would be implemented. (The commission's current schedule calls for implementation on April 3.)

The access charge will be paid by long-distance phone companies to local phone companies to compensate them for the loss of long-distance revenue subsidies they have been receiving from AT&T. Purpose of the access charge is to help keep down local phone rates.

Related concerns of the committee stemmed from pending federal legislation that address the need for preventing massive hikes in local phone rates in a different way. The bills, among other things, would impose a tax on use of systems bypassing local phone lines.

The "bypass" charges could be imposed on newspapers that use microwave systems for transmitting data to remote printing plants instead of the local phone lines, said Kathleen Criner, ANPA's director of telecommunications affairs.

Also at the meeting:

• Riley Temple, director of communications policy of the AT&T Central Services Organization, the post-divestiture association of local operating companies, said 5 percent of all phone customers produce 50 percent of phone company revenues. Those users may have incentive to switch to cheaper bypass technologies. If they did, the local phone companies could be severely hurt.

Riley Temple

• Mary Jo Manning, former communications counsel of the Senate Commerce Committee, said the newspaper business cannot "relax" on the AT&T divestiture issue. "As the assets and the debts are spread around, I think it's something you'll want to keep an eye on," she said.

Manning also said it is possible that AT&T will seek changes in the decree. "I can well envision AT&T coming back in a couple of years" to say that some points in the decree are "no longer relevant," she explained.

One such point could be the prohibition on AT&T's engaging in electronic publishing over its own lines until 1989.

• Reid Ashe, publisher and editor of The Jackson (Tenn.) Sun, who represents the American Society of Newspaper Editors at the Telecommunications Committee meetings, said ASNE temporarily has disbanded its committee that oversaw telecommunications activities. The group will be formed again if and when "the situation warrants," Ashe reported.

• Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican and chairman of the Monitoring Subcommittee, said his group is working on a report on the status of cable television, videotex, low-power television, personal computers, the telephone industry generally and other new technologies.

The reports will outline "the bare minimum resources (needed) for somebody interested in getting into these areas." A first draft should be prepared by the first of the year, Martz said.

• Barry S. Kresch, marketing executive of Nielsen HomeVideo Index, part of the A.C. Nielsen ratings company, said cable viewing research remains in "an evaluating period." Some existing viewing measurement techniques "have been successfully adapted to cable measurement." For example, the meter system—in which a metering device is attached to the television receiver—is being constantly modified for the high sensitivity required for cable, he said.

Nielsen is in the process of metering its first local cable system, one owned by CBS in Texas, Kresch said. □

Boise Southern mill continues to run despite UPIU strike

A strike continues by United Paperworkers International Union workers at Boise Southern Co.'s DeRidder, La., newsprint mill.

All three paper machines at the mill are being operated by non-union personnel. No further meetings between the two sides were scheduled as of late October. The strike began Sept. 4.

In two other situations involving the UPIU:

• Union members voted down a company offer Oct. 6 at Kimberly-Clark Corp.'s Coosa Pines, Ala., mill. Meetings were in progress in late October.

• Negotiating agendas were exchanged Oct. 3 between the UPIU and Bowater Co.'s Catawba, S.C., mill, where the contract expired Oct. 29. Actual negotiations started Oct. 17.

In Canada, meanwhile, the Canadian Paperworkers Union, the Pulp and Paper Workers of Canada and forest products companies named a mediator to help settle the deadlock between the unions and four British Columbia mills. All parties agreed that no written report will be produced and that the mediator will make no formal recommendtions.

More than 90 percent of the unions' members rejected the industry's preliminary offer, which called for no wage increase in the first year, 3 percent in the second and 3.5 percent in the third [presstime, Oct. 1983, p. 44]. □

Pulp project studied in lieu of newsprint mill

British Columbia Forest Products Ltd. is studying the feasibility of building a softwood kraft pulp mill instead of a newsprint mill near Whitecourt, Alberta.

A company spokesman said the 170,000 metric tons-per-year newsprint project has not been scrubbed but rather sidestepped while the pulp mill is being studied.

BCFP earlier had asked the Alberta government for a two-year delay in plans to build the $250-million newsprint mill [presstime, March 1983, p. 33]. □

9-month consumption up 3.5 percent from '82

Newsprint consumption by U.S. daily newspapers increased in September over 1982 levels. The increase, the ninth in as many months this year, was 2.3 percent.

Consumption by all U.S. newsprint users increased during the month by 4.1 percent. It marked the seventh straight monthly increase over 1982 levels in this category.

For the first nine months of this year, consumption by U.S. daily newspapers was up 2.9 percent from 1982, and that of all U.S. users was up 3.5 percent.

At the end of September, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 42 days, compared with 48 days at the end of September 1982. North American mill stocks at the end of September were down about 7 percent.

The September operating rate for Canadian mills was 86 percent. At U.S. mills, it was 85.1 percent. For nine months, the rate was 83 percent in Canada and 86.8 percent in the United States.

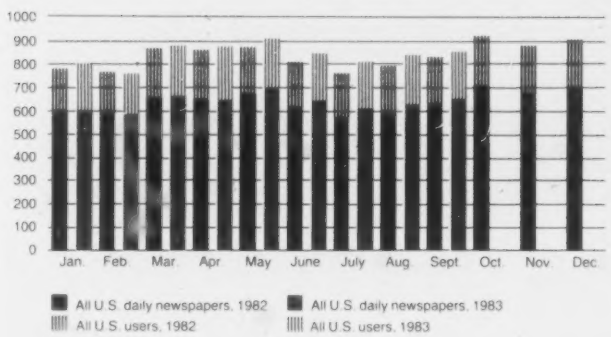
Estimated consumption of all U.S. daily newspapers[1]

Region	August 1983	August 1982	% Change
Northeast	153,967	148,624	+3.6
North Central	140,889	139,419	+1.1
South	202,119	190,448	+6.1
West	141,644	137,228	+3.2
Circulation size			
up to 25,000	51,809	58,440	-11.3
25,001-100,000	116,914	116,465	+0.4
Over 100,000	469,896	440,814	+6.6
August totals	638,619(r)	615,719	+3.7(r)
Eight-month totals	5,148,631(r)	4,996,879	+3.0(r)
Region	**September 1983**	**September 1982**	**% Change**
Northeast	158,434	156,812	+1.0
North Central	145,307	142,913	+1.7
South	207,998	196,577	+5.8
West	142,454	143,452	-0.7
Circulation size			
up to 25,000	51,736	59,698	-13.3
25,001-100,000	117,429	121,219	-3.1
Over 100,000	485,028	458,837	+5.7
September totals	654,193(p)	639,754	+2.3(p)
Nine-month totals	5,802,824(p)	5,636,633	+2.9(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
July 1983	825,638	42	6
July 1982	992,364	54	7
August 1983	848,580(r)	41	6
August 1982	952,067	49	6
September 1983	820,388(p)	37(p)	5(p)
September 1982	897,812	42	6
Canadian mills			
September 1983	357,906	--	--
September 1982	402,970	--	--
U.S. mills			
September 1983	119,467	--	--
September 1982	109,991	--	--

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
July totals	816,000(r)	769,000	+6.1(r)
August totals	846,000(r)	806,000	+5.0(r)
September totals	870,000(p)	836,000	+4.1(p)
Nine-month totals	7,644,000(p)	7,386,000	+3.5(p)

Production

	Canada	U.S.A.	North America
September 1983	707,240	376,049	1,083,289
September 1982	557,349	352,798	910,147
Increase	+149,891	+23,251	+173,142
	+26.9%	+6.6%	+19.0%
Nine months 1983	6,296,297	3,491,620	9,787,917
Nine months 1982	6,163,156	3,465,015	9,628,171
Increase	+133,141	+26,605	+159,746
	+2.2%	+0.8%	+1.7%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
September 1983	507,748	84,956	144,477	737,181
September 1982	415,836	62,540	122,381	600,757
Nine months 1983	4,377,850	709,268	1,101,068	6,188,186
Nine months 1982	4,114,371	700,921	1,138,780	5,954,072
Increase or decrease	+263,479	+8,347	-37,712	+234,114
	+6.4%	+1.2%	-3.3%	+3.9%
From U.S. mills				
September 1983	350,579	----	23,775	374,354
September 1982	335,676	----	17,284	352,960
Nine months 1983	3,255,881	----	202,681	3,458,562
Nine months 1982	3,176,507	----	216,160	3,392,667
Increase or decrease	+79,374	----	-13,479	+65,895
	+2.5%	----	-6.2%	+1.9%
From North American mills				
September 1983	858,327	84,956	168,252	1,111,535
September 1982	751,512	62,540	139,665	953,717
Nine months 1983	7,633,731	709,268	1,303,749	9,646,748
Nine months 1982	7,290,878	700,921	1,354,940	9,346,739
Increase or decrease	+342,853	+8,347	-51,191	+300,009
	+4.7%	+1.2%	-3.8%	+3.2%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Newspapers address computer security needs

By Paul Kruglinski
presstime technical writer

In the world of high technology, unauthorized entry into computers seems to have become the hot issue. Nary a newspaper or magazine exists that hasn't published at least one recent article on the topic—even Art Buchwald addressed it in one of his columns.

Although the motion picture "WarGames" and computer break-ins may be the media vogue, the computer-dependent newspaper business has been cognizant of computer security for a long time.

Systems Editor Howard F. Angione says The New York Times has "always been careful" about how its systems are used and by whom. At the Los Angeles Times, computer security "has always been a paramount concern," reports Editorial Systems Editor Wilson R. Locke.

These papers and others have developed security precautions and procedures to thwart would-be computer intruders, or "hackers" as they are now popularly called, as well as to protect systems from internal, unauthorized intrusion. Because of the tremendous volume of information generated in newspaper operations, the problems of preventing unauthorized, third-party access to the computer system are complex.

Whether a newspaper has one system or several, whether different systems can communicate with each other, and whether the system is sometimes used by employees located outside the building—all these factors and more have a bearing on how a security system should be designed.

Richard J. Cichelli, president of Software Consulting Services in Bethlehem, Pa., says newspaper systems in general are not very secure compared with systems in some other industries. Cichelli, who once was responsible for the security of a bank's computer, says the kinds of systems that make a computer system virtually invulnerable to penetration could not be cost-justified by a newspaper.

Elizabeth St. J. Loker, vice president/advanced systems for The Washington Post Co., agrees a cost-benefit analysis done at virtually any newspaper would show the impracticality of possessing the multimillion dollar security systems used by large financial institutions, some other corporate giants and certain government agencies.

Thus, the newspaper's more prudent path is "to attack those areas that are the weakest in the system . . . at the lowest cost," Cichelli says.

And effective security precautions need not be costly or elaborate.

For instance, Cichelli says a newspaper can effectively protect its financial records by simply keeping them on a floppy disk. At the end of each working day, the individual responsible for finance could deposit the disk in a vault or some other safe place. Cichelli recommends some form of redundant storage of the data.

In-house problems. Sometimes just being aware there is a security problem can lead to the institution of security measures. In the case of one newspaper, the discovery of an internal security problem led to policies that tightened rules on computer use.

The Wisconsin State Journal in Madison once discovered its computers had been penetrated by some unauthorized person who apparently had entered the newsroom. "Someone was definitely into our terminals," says Editor Robert H. Spiegel, but luckily, no serious damage was done.

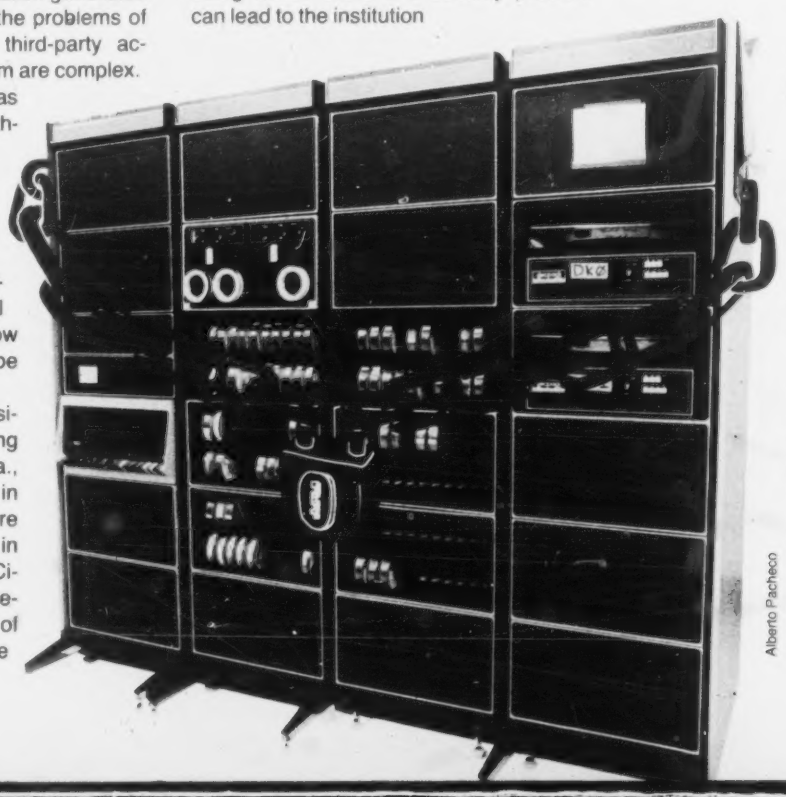
Now, desk editors make sure all the terminals are "signed off" before leaving the office.

To foil in-house malcontents, newspapers also can employ a "stratified," or multilevel, system of computer commands. While names might suffice for reporters to sign onto the system and log into the general-assignment queue, getting into ongoing investigative research material might require a more complex alphanumeric password.

Although many systems experts believe such steps can shore up security, they are quick to point out that the human factor is the essential element in making a security system work.

It is impossible, they say, to have an effective security system using secret passwords that are written down and left in the open. Slipshod use of computers has led such newspapers as The New York Times to establish strong measures to ensure that its employees treat passwords and terminals with utmost care.

David M. Cole, systems editor for the San Francisco Examiner, says another thing the security-conscious newspaper should do is monitor changes in personnel. "Anytime someone leaves the paper," he says, "I (immediately) strip their password out of the system."



Alberto Pacheco

Investigative reporting explained in new guide

Techniques of investigative reporting are examined in detail in *The Reporter's Handbook, An Investigator's Guide to Documents and Techniques*, a 504-page book produced by Investigative Reporters and Editors Inc.

The book is divided into 16 chapters, each of which consists of articles written by prominent investigative journalists. Topics include the Freedom of Information Act, government and other types of documents, and information on individuals, land ownership, business, labor, police, courts, health care and education.

The handbook was edited by former IRE Executive Director John Ullmann and Steve Honeyman, a professional researcher.

Cost of the book is $17.95 ($14.36 for IRE members) for the hard-cover edition and $12.95 ($11.36 for members) soft-cover, plus shipping and handling costs. To order, contact IRE at P.O. Box 838, Columbia, Mo. 65205; (314) 882-2042; or contact St. Martin's Press, Customer Service, 175 Fifth Ave., New York, N.Y. 10010; (212) 674-5151.

Different definitions listed by Freedom House

Glossary for International Communications by Leonard R. Sussman defines key words and terms used at UNESCO and other international communications forums.

Sussman, executive director of Freedom House and member of the U.S. National Commission for UNESCO, defines the same words as they are used in four different locales: First World (democratic) nations, Second World (Marxist) nations, Third World (developing) nations and UNESCO.

Some of the terms defined are culture, democracy, free flow of information, freedom of the press, human rights, journalistic code, licensing of journalists, and new world information order.

The 112-page book is available from Freedom House, 20 West 40 St., New York, N.Y. 10018. Cost is $10 for single copies up to nine, $7.50 each for 10-99 copies, and $6 for 110-250 copies.

Rush named counsel for government affairs

Tonda F. Rush, former director of the Freedom of Information Service Center, the joint project of the Reporters Committee for Freedom of the Press and the Society of Professional Journalists, Sigma Delta Chi, has joined ANPA as government affairs counsel.

Tonda F. Rush

Rush earned a bachelor's degree in journalism in 1973 from the University of Kansas and a law degree from the same university in 1979.

She formerly was a staff attorney for the Reporters Committee and a correspondent for the Kansas City (Mo.) Star and Times and for The Lawrence (Kan.) Daily Journal-World.

Telecommunications staff adds King as analyst

John L. King, former telecommunications specialist at the National Telecommunications and Information Administration, has been named ANPA telecommunications development analyst.

John L. King

King holds a master's degree in economics from Howard University, Washington, D.C., and two bachelor's degrees—one is industrial relations and economics from the University of North Carolina and the other in landscape architecture from North Carolina State University.
lina State University.

Before joining NTIA, King worked with another Commerce Department agency, the Economic Development Administration; in the office of the North Carolina commissioner of labor; and for the federal Comprehensive Employment and Training Act program in North Carolina.

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A. Total No. Copies (Net Press Run)	9,516	9,700
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales	0	0
2. Mail subscription	7,207	7,253
C. Total paid circulation	7,207	7,253
D. Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	1,962	2,185
E. Total distribution	9,169	9,438
F. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing	347	262
2. Return from news agents	0	0
G. Total	9,516	9,700

I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

Two join presstime staff

Neil D. Swan has joined presstime as assistant managing editor.

Swan received a B.A. in journalism from the University of Florida. He worked three years at The Miami Herald as reporter and assistant state editor before moving to The Atlanta Journal where, in 12 years, he progressed from reporter to associate city editor. Most recently he was with the American Council of Life Insurance in Washington, D.C.

The magazine also has a new writer, Marcia Fram, who previously worked for The Reston (Va.) Times and The Washington Star. She replaces Elise Burroughs, now publications director of the American Society of Newspaper Editors.

A special security situation exists for pairs of newspapers, like the Examiner and the San Francisco Chronicle, that have joint operating agreements providing for separate editorial staffs but consolidation of other newspaper functions.

For example, The Seattle Times and Seattle Post-Intelligencer both use Atex Inc. front-end systems, with separate central computers. They share composing-room equipment.

This situation led Robert Roach, technology manager at the P-I, to alter the software in such a way that anyone attempting to retrieve copy from an unauthorized Atex terminal will get an unintelligible binary code on the screen.

Outside vulnerability. Although the internal security of computer systems is obviously important, the threat of unauthorized entry from a remote location is receiving the bulk of media attention.

Many newspapers use portable and remote terminals in their bureaus and at sports events. Some of these terminals have the ability to communicate with the newspaper's mainframe computer, and therein lies the problem: The same technology is also available to people not affiliated with the newspaper.

Anyone with a computer and modem—the device that allows computers to communicate over telephone lines—has the capability of communicating with other computers. If that person can get the right telephone number and password, he or she may find a way to log onto a newspaper's system. What the individual could do at that point depends on how the newspaper's system is set up.

"The design of the system is what protects you," says Angione of The New York Times, declining to be more specific because of the highly sensitive nature of the subject. Similarly, he and other computer-security specialists also refuse to talk about the extent to which outside penetration may be or may have been a problem at newspapers.

Cichelli of Software Consulting Services sees two simple ways to limit what a hacker could do if one were to gain access to the system.

First, the newspaper could make the system "receive-oriented"—that is, it could only accept files sent to a specific queue. Second, the system could be made "application-specific"—that is, data sent into the system would be tightly controlled.

The Wisconsin State Journal uses the latter approach: Any data sent to the computer is filed in a special editors' queue. An editor must see all material before it is sent on its way to become printed copy.

For those newspapers that depend on two-way communications with reporters in the field, some insight might be gained from the way The New York Times deals with the problem.

Times field reporters must call into the newsroom before they can transmit a story to the mainframe computer, and they must use a designated, secure telephone number.

"You can file inbound to the Times," says Angione. "You can receive, but only with assistance from someone in the newsroom. (And) we jealously guard those telephones."

Roach of the Seattle P-I checks queue in his Atex computer.

At The Washington Post, software has been introduced into the editorial system that "limits what can be done" with the system from outsiders' portable terminals, Loker says.

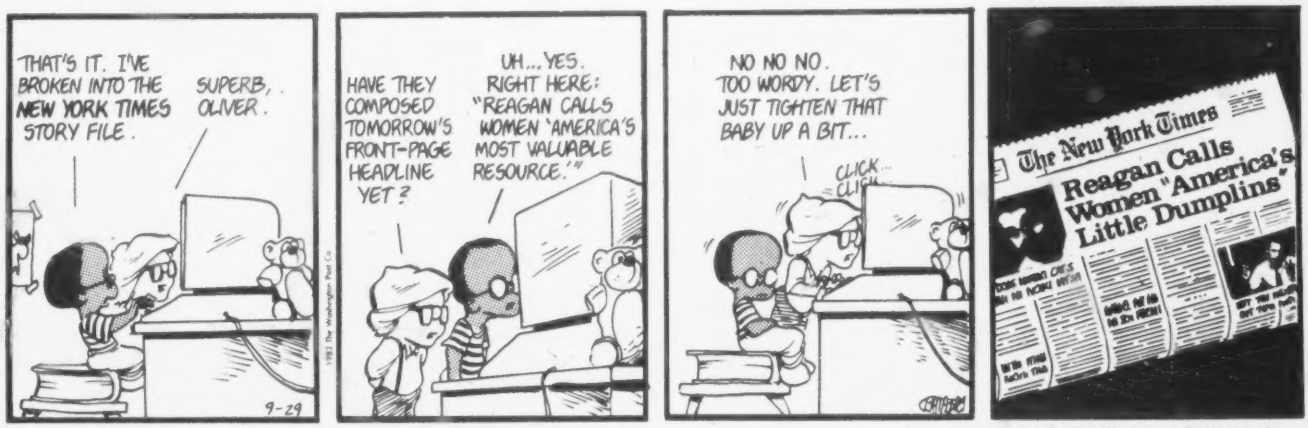
Another means of short-circuiting hackers is to install a system that can detect unsuccessful attempts to gain access to the system.

This approach is already in use at the Los Angeles Times. After two failed attempts to get into the system, the staff is automatically notified that someone is trying to break the code, according to Editorial Systems Editor Locke.

He and his counterparts at a number of other newspapers feel the proliferation of portable terminals that can interact with data bases via telephone lines presents the most complex security problems for newspapers.

Just one result of such a security breach is the actual charge assessed for using a data base. Because the data bases are designed to be "user friendly," in most cases someone need only gain access to

Bloom County — **By Berke Breathed**



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the data base's telephone number, the newspaper's account number and a simple password. The cost of such unauthorized use of the data base, which would go on a newspaper's account, can exceed $90 per hour.

"It's basically the same risk as using a telephone credit card," says the Examiner's Cole.

Until recently, users of the Nexus data base had to use Nexus terminals, which "echo" back to verify authorization. But now the trend is toward interchangeable and compatible hardware to gain access to that popular data base.

Some systems editors believe there is little that can be done to prevent an outsider from using a data base and having the use charged to a newspaper. However, the problem can be limited through good accounting and management—or keeping track of bills and changing account numbers and passwords frequently, says Loker of The Washington Post.

Future security. Loker feels that, because of their efficiency and flexibility, the use of portable terminals will increase at newspapers, possibly spreading to the advertising and business departments. There are obvious advantages of making marketing information available electronically to sales people in the field, she notes.

But there is some risk involved, the same type currently faced by newsroom staffers—penetration by outsiders. "The security problem has to be solved," Loker says.

She feels programmers will rise to the challenge. "There's a lot of things one can do with software," she says.

But on the West Coast, Cole expresses serious doubts that two-way communications will be used in newspaper classified departments, despite advantages to sales people. "The potential for revenue loss once you open up that data base is tremendous," he says.

Cole acknowledges that "stumbling blocks" could be factored into the system to ward off intrusion by unauthorized people. But these impediments also would make it more more difficult for authorized personnel to use the system, too.

Nevertheless, technologies are being developed that could reach an effective, if not happy, medium.

SCS's Cichelli says that without too much cost or trouble, portable terminals can be electronically coded so that the mainframe computer can identify them as being authorized. The terminal would give an electronic signal before the user could sign on and log into the system.

Some experts anticipate increased use of "dial-back" devices. Such a system responds to a password called in but then disconnects the caller. The computer matches the password to a telephone number in a directory, then calls that number to enable a reporter in a remote bureau, for example, to sign on. The potential hacker is physically kept out of the system.

John O. Newman, ANPA manager/information services, says some of the more secure systems employ biographical information, collected when the computer account is set up, to verify the user by quizzing him or her.

Locke sees more software security firms coming into existence and more developments in the use of scramblers, encoders, decoders and other cryptographic devices. But he also sees increasing problems developing in such areas as electronic mail and electronic shopping. "The technology is so new people are not really thinking about these things," he says.

And even if they were, there are limits as to what can be done.

"*Absolute* security is unattainable," says data-base guru James Martin, author of *Security, Accuracy, and Privacy in Computer Systems*. "No matter how good the protective measures, there will always be *some* means of damaging the computer or its data." □

Technology notes

LogEtronics Inc., a Springfield, Va., manufacturer of photographic and computer-imaging equipment, has reached an agreement to be **acquired by DBA Systems Inc.** of Melbourne, Fla., for stock valued at $17 million. The merger is subject to approval by shareholders of the two companies.

• • •

Financially troubled **AM International Inc. sold its ECRM division** to the division's president, William R. Givens.

ECRM produces advanced prepress equipment such as the Autokon 8200 laser input scanner and the Autokon 8400 laser graphics system. □

In-house staffers build improvements for front-end system

Engineers came up with developments that improved operations of front-end systems at three Landmark Communications Inc. newspapers.

Duane I. Fetters

Duane I. Fetters, research and development engineer with The Virginian-Pilot and The Ledger-Star of Norfolk, developed the "CRT Saver," a device that automatically turns off the screen display on Atex VDTs when they are not in use.

Fetters said the terminals' screens were illuminated continuously, thereby increasing the risk that some of the information eventually would become etched into the cathode ray tube's phosphorous coating.

At that juncture, he said, "We would have had to start replacing CRTs."

The "CRT Saver" is a self-contained, printed circuit board that is inserted between the keyboard connector and the tube. The board continuously monitors the activity of the keyboard. If it is not used for 10 minutes, the device automatically turns off the CRT display.

Striking any key returns the information to the screen.

Engineers at the Roanoke Times & World-News wrote a program for a Radio Shack Model 100 portable terminal that gives field reporters two-way access to the newspaper's Logicon central processing unit.

The work was that of Program Coordinator John L. Ballou and Production Programmer Lee Wenzler. Their program enables reporters to dial in stories up to 40 inches long and—should an out-of-office business writer need it—to tap into the Dow Jones News/Retrieval data base for information.

Two years ago, the Tech Services staff in Roanoke developed the Newsman II portable terminal [presstime, May 1982, p. 47]. □

Personnel relations

How to turn around excessive turnover

By Virginia Tadie

Workers are hired. Some remain, others leave. New ones come along. The process of personnel change is an important part of the business operation and can contribute to a newspaper's financial success.

But too much turnover is costly for a company in terms of recruitment costs, lost productivity and staff time devoted to interviewing job applicants as well as outgoing employees.

How does a company determine if its turnover rate is excessive? Computation of turnover rate, by department, by category of employee, or by any other grouping, is relatively simple. The U.S. Department of Labor suggests using this basic formula:

$$\frac{\text{total number of separations during the month}}{\text{total number of employees at midmonth}} \times 100$$

But determining whether a given turnover rate is excessive is substantially more complex. One approach is to simply compare the company's (or any subgroup's) rate to national averages for the industry.

The chart on the next page shows the average monthly turnover rate for newspapers compared with all other manufacturers, as compiled by the Labor Department's Bureau of Labor Statistics. A comparison with the average yields useful baseline data for a newspaper.

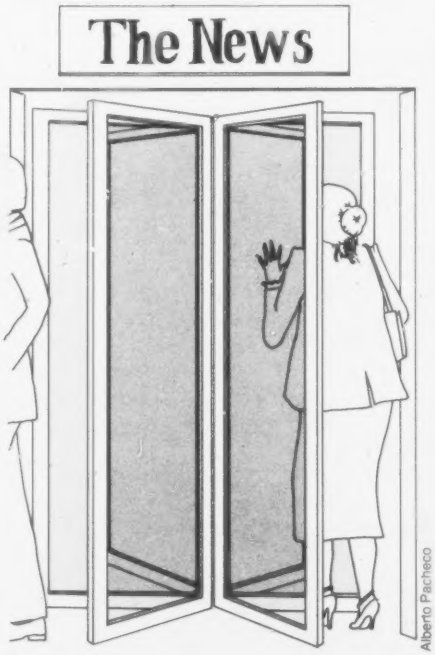
Why employees leave. Turnover is not a new phenomenon, of course, and it should not mystify employers. Tackling the causes of excessive employee turnover requires an understanding of why people leave jobs and seek other employment.

Some employees quit for reasons that are beyond the company's control—a better opportunity elsewhere, for instance. "We lose a lot of bright, young people—especially in circulation and advertising—simply because there is not enough room at the top for all of them," says Robert B. Higdon, vice president of human resources for the Chicago Sun-Times.

Newsrooms also are frequently areas of high turnover. Newspaper personnel specialists say this is especially true at smaller papers that serve as a "proving ground" for young journalists. They say it is prudent for publishers and editors of such papers to plan for this ongoing situation.

Many other employees, however, leave for reasons that can be controlled. The reasons are related to organizational and work-environment situations that can—and often should—be changed. Dissatisfaction with pay or benefits, job content, supervision or promotion policies can result in an employee decision to leave.

Two sides to turnover. Although a high turnover rate may indicate poor personnel practices and inappropriate use of human resources, there are benefits to a certain amount of turnover. If the rate is extremely low, it can indicate a company is static, supporting a lot of "deadwood." It also may reflect situations where employees have been given guaranteed lifetime jobs.



Alberto Pacheco

Normal turnover helps open slots for new people to join the organization, bringing with them fresh ideas and new skills. It also provides opportunities for internal advancement.

Some smaller newspapers, according to one personnel executive, often encourage turnover. In departments where mobility is limited, the only place for workers to go is out. Otherwise they stay around, become dissatisfied and unhappy, as well as less productive, while earning bigger paychecks.

Although partially valid, this philosophy of encouraging turnover contains some serious flaws. Often it is the wrong employees—the ones who are good at their jobs—who leave. And there is an adage that "for every dissatisfied employee who leaves, one remains behind."

In all cases of turnover, a company should seek to contain costs related to it. Current estimates are that it costs up to $10,000 to replace a mid-level employee, although costs of getting a new entry-level employee on board are much less, in some cases as little as $500. The costs may include:

- Advertising for replacement candidates
- Administrative time for record-keeping, processing, etc.
- Staff time spent screening, interviewing, testing and selecting candidates
- Lost productivity. Once an employee makes the decision to leave, productivity declines.
- Moving expenses
- Training
- Physical examinations
- Social Security and unemployment taxes paid on both exiting and entering employees.

Openings for higher-level positions are even more costly to fill, often requiring national advertising, hiring of executive search firms and similar expenses.

Tracking turnover. To locate turnover problems, careful tracking is necessary. Is one department affected more than others? Are professional employees leaving,

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department.

or is it primarily support staff? Is one time of year, or one time in the production or administrative cycle (such as salary-review time), worse than others?

Exit interviews with departing workers also may be helpful in identifying turnover problems. However, once employees make the decision to resign, they are often reluctant to explain why; they may prefer to leave on a good note and to avoid "burning bridges" that might bar future employment. Follow-up interviews with former workers several months after separation often provide valuable information ex-workers were unwilling to share at the time they left.

Personnel relations specialists also suggest that employers consider having informal discussions with workers, regularly soliciting views on causes of turnover. Watching for any signs of an employee's approaching decision to leave and then addressing the cause is another positive step toward dealing with the problem.

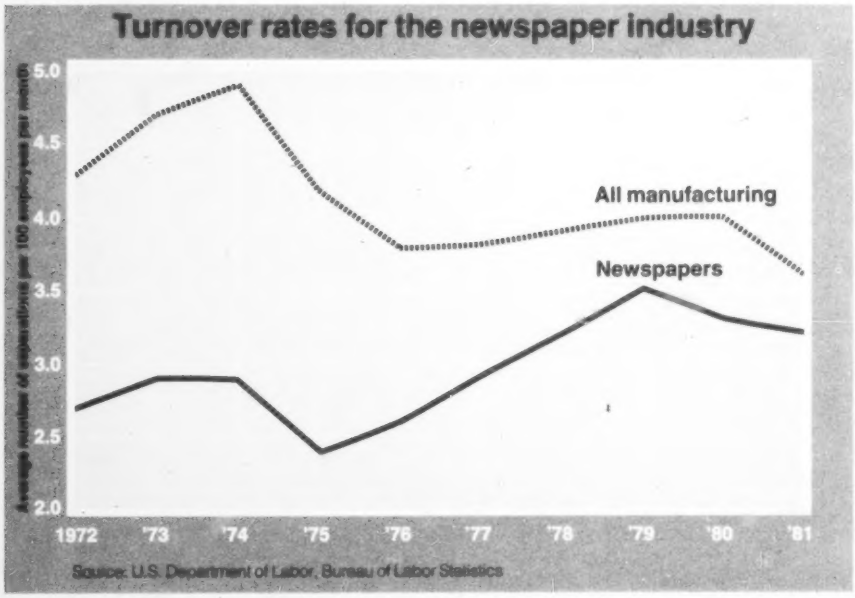
More generally, adopting progressive personnel policies is a means of reducing excessive turnover. Publisher David H. Reiley notes that the Somerset (Pa.) Daily American saw its turnover rate decrease after taking a number of steps, including instituting a wage and salary program to assure competitive compensation, and developing a better system of communication. "Not only are more employees staying around," says Reiley, "but productivity has gone up steadily."

What else can be done to control turnover? Personnel relations specialists say personnel administrators must also concentrate on developing strong recruitment programs to be sure the right kind of people are hired for the job.

Improving orientation and follow-up programs for new employees as well as emphasizing supervisory training will increase satisfaction among workers, they say. Investing time and resources in career planning and counseling activities also will pay off by helping employees meet their goals.

Most important, says Tom Kamerer, manager of human resources planning at the Chicago Sun-Times, "Be honest and realistic and communicate to employees what they can expect from the company in earning potential, mobility and career opportunities." When possible, he suggests, make meaningful changes in job duties, rotate employees, or give them temporary assignments or special projects.

"It may be much easier to sweep turnover problems under the rug," notes Kamerer, whose company investigated turnover problems in the industry 15 years ago, "but the bottom line is cost to the organization, which can't be ignored." □



Figures are calculated on the average number of employees leaving the organization per 100 employees per month. Therefore, a newspaper employer with 200 employees during 1981 lost an average of 6.4 employees per month.

Arbitrate now, federal judge tells newspaper

A dispute between The Seattle Times and The Newspaper Guild over the newspaper's code of ethics should proceed to arbitration, a federal judge has ruled.

At issue was the appropriate time for the parties to resolve their differences over the code. Local 82 of the Guild wanted to arbitrate the issue immediately, while the company preferred waiting until a specific application of the code brought the matter to the fore.

The union charges that some of the code's provisions, especially those concerning "outside activities" of employees, conflict with its labor agreement.

An arbitrator ruled in 1982 that the Times violated the agreement when it directed an editorial employee to withdraw as a candidate for a seat on a water commission board [presstime, Oct. 1982, p. 50]. A Guild official said the code's outside-activities clause "restricts legitimate activities of our members beyond the terms of the contract."

U.S. District Court Judge Barbara J. Rothstein ruled that the union seeks to arbitrate a "legitimate grievance." She said a contract violation may occur "in the form of prior restraint" before any "direct action is taken against an employee."

(Rothstein is the same judge who ruled against the Times and the Seattle Post-Intelligencer last year in their subsequently successful effort to form a joint operating agreement [presstime, May 1983, p. 28].)

Eaton H. Conant, an industrial relations professor at the University of Oregon, has been selected as the arbitrator. The arbitration hearing is set for Dec. 13-14.

(Seattle Times Co. v. Pacific Northwest Newspaper Guild, Local No. 82, USDC WD Wash., No. C83-58R) □

Renfroe gets new title

Patricia P. Renfroe is the new executive director of the Newspaper Personnel Relations Association. Renfroe, also manager of personnel relations for ANPA, previously had the NPRA title of executive secretary-treasurer. □

AFL-CIO head seeks to prevent affiliation of ITU, Teamsters

By Clark Newsom
presstime labor writer

The question of whether the International Typographical Union should pursue affiliation with the Teamsters has become an issue in the presidential race between incumbent Joe Bingel and challenger Robert S. McMichen.

The election for a three-year term beginning Jan. 1 will be Nov. 16.

McMichen, the incumbent first vice president, is calling for a merger with the Graphic Communications International Union. Bingel, meanwhile, is engaged in preliminary merger discussions with the Teamsters.

The possibility that the ITU might merge with the Teamsters is viewed so unfavorably by AFL-CIO President Lane Kirkland that the nation's top labor leader has put his reputation on the line. He is using his influence in an attempt to ward off an ITU-Teamsters affiliation and to push for a merger of the ITU, the GCIU and The Newspaper Guild.

Unlike the Teamsters union, which was kicked out of the AFL-CIO a quarter of a century ago for alleged corrupt practices, those three newspaper-related unions are members of the labor federation. "The entire existence and history of these (three) unions has been dedicated to representing workers within the (printing and publishing) industry," Kirkland said in a statement issued during the AFL-CIO convention in Hollywood, Fla., in early October.

"Their merger is the best solution to the needs of the workers in this industry which has been so dramatically impacted by new technology and automation," said Kirkland, who arranged a meeting between leaders of the three unions during the convention.

Guild President Charles A. Perlik Jr. responded by saying his union is "quite willing to participate in the Kirkland initiative." If nothing works out, he said the Guild will pursue a merger with the GCIU.

A second meeting between leaders of the ITU, GCIU and Guild was held Oct. 25 at AFL-CIO headquarters in Washington.

Kirkland's action has set up a potentially major and ego-filled battle between the federation head and the Teamsters president.

In his statement, Kirkland said that if the ITU goes through with a merger with the Teamsters, "immediate separation" of the ITU from the AFL-CIO would result. Bingel subsequently fired off a letter to Kirkland saying there will be no "precipitate decision" on a merger with any union.

"The ITU membership, by constitutional referendum, will make the final decision in a calm, deliberate way," Bingel noted. He added that if an ITU-Teamsters merger were to go through, he would work toward getting the Teamsters back in the AFL-CIO.

Bingel said he was proceeding in discussions with the Teamsters as required by a convention mandate to explore merger with other unions. He added that although the ITU would welcome a proposal from the GCIU and the Guild, and would "listen carefully" to any "meaningful" proposal, "so far, the ITU has received only one concrete proposal—from President (Jackie) Presser of the International Brotherhood of Teamsters."

"We are not shopping around," Bingel told presstime. "We want to get the facts."

He reported that ITU Secretary-Treasurer Thomas W. Kopeck and ITU General Counsel Ronald Rosenberg met in mid-October with Teamsters General Counsel Robert M. Baptiste and General Secretary Ray Schoessling to exchange financial information and to define and "formalize" Presser's proposals, which were first outlined during the ITU's August convention. At that convention, the delegates voted against a committee report recommending approval of a merger with the Guild [presstime, Sept. 1983, p. 32].

Lane Kirkland

Jackie Presser

Presser proposed that the ITU become an autonomous national division of the Teamsters. In a telegram sent to ITU local officials, Bingel noted that under the Presser proposal, ITU representatives would continue to service ITU local unions, ITU headquarters would remain in Colorado Springs, dues would not be increased, and the present retirement program would be continued and supplemented.

"Since it is critical that our membership not be misinformed," Bingel said, "I have ordered that no piecemeal descriptions (of the proposed merger) be floated, leaked or otherwise put on the street, even by well-meaning members of the ITU."

Labor specialists said there is strong support for the Teamsters' bid among many ITU mailer locals and among the ITU's 24 international representatives. "The international reps, who have considerable influence with the rank and file, seem to favor affiliation with the Teamsters," said ANPA Manager/Labor Relations Charles Cole. □

Contract settlements

Cincinnati Post, Guild: Two-year agreement covering editorial and library employees; retroactive to March 1, 1983.

Houston Chronicle and Houston Post, ITU: Three-year agreement covering mailroom employees; retroactive to July 15, 1982.

(Details in November 1983 ANPA Labor & Personnel Relations Letter.)

Conference scheduled on human resources

The annual ANPA Labor and Personnel Relations Conference will be Jan. 9-11 at The Pointe Tapatio resort in Phoenix.

The conference provides a forum where senior newspaper executives can discuss developments in human-resources management and labor relations, as well as the effects of legislation and government regulations on employee relations.

Registration fee is $225. For further information, contact Roy W. Anderson, vice president/human resources, at The Newspaper Center. □

Negotiated Pension Plan in good shape, ITU feels

Officials of the International Typographical Union Negotiated Pension Plan expect it to continue to lose participants in the next five years. But they also expect to be able to increase the plan's benefits.

That and other information about the current and future status of the plan was provided by a battery of ITU pension plan officials to members of the ANPA Labor and Personnel Relations Committee, other newspaper executives and officers of the Printing Industries of America and the Printing Industries of Metropolitan New York.

The ITU plan is funded solely by employers. There are 1,750 employers contributing, only 146 of which are newspapers. Approximately 28,000 workers are active participants in the plan, about two-thirds of whom are newspaper employees. There are about 17,200 beneficiaries.

The Sept. 26 meeting in Washington, D.C., afforded the management representatives a rare look at a report from the multiemployer pension plan's actuary. Prior to last April, when the plan's trustees changed their policy, the actuary's reports were not made public because of concern their contents might be "misconstrued and abused," according to James F. Gill of the New York City law firm Robinson, Silverman, Pearce, Aronsohn & Berman, counsel to the plan [presstime, May 1983, p. 24].

Numbered copies of the "actuarial valuation and review" by Martin E. Segal Co. of New York were distributed at the meeting and later collected. The report, dated July 5, reviewed the plan's performance from Jan. 1 through Dec. 31, 1982, and made projections for the future.

According to the report, the number of active employees participating in the plan declined 7.5 percent last year, from 31,144 to 28,804. Michael H. Kaplan, senior vice president of the Segal Co., called that percentage drop unusually large and said it stemmed in part from the high level of "buyouts" at the New York Daily News and the closing of major newspapers in Cleveland and Buffalo.

In fact, the fund has experienced contraction each year since 1975 when the Segal Co. began serving as the actuary, Kaplan reported.

Despite these annual contractions, "the fund has improved its actuarial position" because of increases in the contribution rate and the return on fund investments, he reported.

This year's decrease—primarily from mortality, turnover, disability and retirements—is expected to be 5.6 percent, from 28,804 to 27,179.

Kaplan said a subcommittee named by the plan's trustees has estimated that the plan will continue to lose participants at a rate of up to 2,000 a year over the next five years.

The estimate was made in conjunction with a study on how much the plan's benefits can be increased. Despite the projected contraction, Kaplan said, preliminary indications are that there can be a "considerable increase in the future service benefit formula." He said the study will be completed for a Nov. 10-11 meeting of plan trustees.

Under federal law, negotiated multiemployer pension plans must be fully funded within a 40-year period. For the ITU plan, that period began Jan. 1, 1977. Multiemployer plans also must be fully funded on a prorated basis in each of those 40 years.

Gill reported that in each year since 1977 the plan has had a surplus in its standard funding account, which determines whether a plan is meeting its funding requirement. At the end of 1982, it had a total surplus of $35 million. "For all practical purposes," he said, "there is no need for real concern on the part of employers with that kind of a cushion." He said the plan was 22 years ahead of its minimum funding requirement under law.

At the end of 1982, Gill said, the plan's unfunded liability was $118 million, and he said it should be fully paid off in about 12 years. He also reported that assets of the plan recently exceeded $300 million.

In addition, he pointed out, at the end of 1982 the plan—because of its healthy position—eliminated all employer withdrawal liability. "We believe that the elimination of withdrawal liability will ease the concern of employers and will encourage participation in the ITU NPP," ITU President Joe Bingel, who also serves as the chairman of the pension plan's board of trustees, said in a recent notice to members.

Gill (center) discusses the plan as (from left) Administrator Carl E. Hatton, Kaplan and Bingel listen.

Gill noted both the elimination of withdrawal liability and the absence of termination liability to employers in the "unlikely event" the plan were to fold. "We think we have come a long way in allaying the fears . . . on the part of employers with respect to the liabilities imposed . . . by law," he said.

It also was disclosed at the meeting that:

- The plan's 1982 income totaled $55 million—$28 million from contributions and $27 million from investments. The plan paid out $24 million in benefits.
- The return on investments in 1982 was 10.74 percent. The fund has earned $145 million in interest and dividends since its establishment in 1966.
- Delinquent payments by employers last year were 2.5 percent, much of it occurring in the New York area from commercial shops.
- The average rate of contributions in 1982 increased from $3.48 to $3.62 per shift.
- The average monthly pension in 1982 was about $110 compared to $107 in 1981.

"While the information we got was both interesting and useful, it still does not solve the overriding question of the pension plan's financial soundness," said John B. Jaske, vice president/labor relations and assistant general counsel of Gannett Co. Inc. "We know what they anticipate the contraction (in plan participants) will be, (but) we don't know whether what they anticipate is accurate or what effect that will have on the plan's financial soundness." □

Guild endorsement of Mondale renews credibility clash

In 1972, The Newspaper Guild endorsed George McGovern's presidential candidacy, and there was an uproar. Questions were raised over whether the union's action affected the objectivity of member reporters and photographers who covered the campaign. The commotion was so great that the union did not endorse candidates in 1976 and 1980.

But now the Guild has endorsed former Vice President Walter F. Mondale for President in the 1984 election, and debate has renewed over the wisdom of its backing a candidate.

Guild President Charles A. Perlik Jr. said a majority of the union's 16-member International Executive Board authorized participation in the AFL-CIO's pre-primary endorsement. He also said he informed local unions that he would ask the executive board for authorization to participate and did not receive any objections.

The endorsement of Mondale reflected Perlik's personal choice. Unlike some other unions, such as the Communications Workers of America, the Guild did not poll the rank and file before casting its votes for the former vice president.

With the affirmative votes from the Guild and many other unions, delegates to the AFL-CIO's convention in October ratified the labor federation's endorsement of Democratic candidate Mondale. □

Daily upheld in dispute over designated holidays

The San Antonio Light did not violate its labor agreement with Local 25 of The Newspaper Guild when it designated Friday, Dec. 24, 1982, as the Christmas holiday and Friday, Dec. 31, as the New Year's holiday, an arbitrator has ruled.

The agreement states that employees "shall be granted" certain holidays "or days observed as such with full pay." The union argued that the newspaper could not make a unilateral determination of the days to be observed, but Arbitrator Thomas J. McDermott said if the union's interpretation of "or days observed as such" was accepted, "it would have the effect of giving no meaning whatever to that phrase." □

Suit over lifetime jobs gets go-ahead

A federal judge has denied motions to dismiss a $40-million antitrust suit filed by a group of former printers at the now-defunct Cleveland Press.

The printers allege that the closing of the Joseph Cole-owned paper in June 1982 and the purchase of certain of its assets by The Plain Dealer of Cleveland was part of a conspiracy to deprive them of a guarantee of lifetime employment [presstime, April 1983, p. 48].

The job guarantee was part of the labor agreement between Typographical Union No. 53 and the two newspapers. The agreement provided that the guarantee would end if a publisher went out of business but that it would continue in the event of a merger.

In rejecting motions by the defendants to dismiss the suit, U.S. District Court Judge Ann Aldrich said there is a question as to whether the transaction constituted a merger.

(Province v. Cleveland Press Publishing Co., USDC Northern Ohio, No. C83-847) □

Additional arbitration awards

Detroit Free Press, Guild: Mark L. Kahn ruled that the company did not violate the labor agreement by prorating pension fund contributions for full-time employees who were paid less than a full week.

Detroit News, Teamsters: Gabriel N. Alexander sustained the discharge of a circulation employee for misappropriating subscriber discount coupons.

Detroit News, Teamsters: Richard Mittenthal ruled that a delivery driver who had been underpaid through a payroll error was entitled to be reimbursed for his loss from June 1978 to the present rather than from April 1976 as requested by the union.

Washington Post, Guild: Laurence E. Seibel upheld the layoff of a key-punch operator in the data processing department.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

NLRB elections

Austin (Texas) American-Statesman, GCIU: Pressroom employees voted 24-5 against further representation by South Texas Newspaper Printing Pressmen and Graphics Communications Union No. 43.

(NLRB Case No. 23-RD-524)

Columbus (Ohio) Dispatch, Guild: Circulation department employees voted 70-10 in favor of continued representation by Local 13 of The Newspaper Guild.

(NLRB Case No. 9-RD-1155)

Fort Lauderdale (Fla.) News and Sun-Sentinel, GCIU: Janitorial employees voted 5-4 against further representation by Printing and Graphic Communications Union No. 46.

(NLRB Case No. 12-RD-516)

Fort Lauderdale News and Sun-Sentinel, GCIU: Photoengravers voted 18-8 against further representation by the Graphic Communications International Union.

(NLRB Case No. 12-RD-508)

Fort Lauderdale News and Sun-Sentinel, IAM: Pressroom machinists voted 7-6 in favor of continued representation by District Lodge No. 40 of the International Association of Machinists and Aerospace Workers.

(NLRB Case No. 12-RD-494)

Harrisburg (Pa.) Patriot and Evening News, GCIU: Photoengravers voted 10-3 against further representation by Graphic Arts International Union No. 14.

(NLRB Case No. 4-RD-1122)

Redding (Calif.) Record Searchlight, ITU: Circulation district advisers, circulation clerks and dock workers voted 8-7 against representation by Typographical Union No. 993. In a related action, newsroom employees, who had been represented by an independent editorial association, voted to affiliate with the ITU.

(NLRB Case No. 20-RC-15643)

Small family groups still outnumber the giants

By Margaret Genovese
presstime staff writer

Big names in the newspaper world—Gannett, Knight-Ridder, Newhouse, Cox, Hearst, etc.—are household words.

Not so for names like Dix, Small, Jones, Schurz and Shaw. They represent some of the smaller and hence lesser-known newspapering families. But numerically, they far exceed the "biggies."

According to the tabulation of newspaper analyst John Morton, there are 160 daily newspaper groups. All but about 25 are "basically family operations," and the vast majority of them fall into the small-group category.

Levels of family involvement in such groups vary tremendously, from situations where the family has no part in day-to-day management of the properties, to the company with one or two family members involved, to the company that is a real family affair. Each situation is "as different as you can imagine," says Morton.

For an example of broad family involvement, consider the Dixes of Ohio. Since Albert Dix and his son E.C. Dix bought the weekly Wooster Republican in 1897, there have been, it seems, dozens of newspapering Dixes. It's a veritable Dix dynasty, and it's a difficult family tree to chart.

There's Raymond E. Dix, one of four sons who followed E.C. into the newspaper business. He is president of the Wooster Republican Printing Co., the holding company of the Dix's family enterprises, which include eight daily newspapers. His twin, Robert C. Dix, is president of Record Publishing Co. in Kent/Ravenna, Ohio, publisher of the Record-Courier there. Brother number three, Gordon C. Dix, is publisher of the Crescent-News in Defiance, Ohio. Until his death last March, brother four—Albert V. Dix—also was a publisher, at the Times-Leader of Martins Ferry, Ohio.

The next generation of Dixes is chock full of newspaper executives, too. Albert E. Dix, son of Albert V. Dix, is publisher of The State Journal in Frankfort, Ky. Robert C. Dix Jr. succeeded his uncle Albert V. Dix as publisher in Martins Ferry. David E. Dix, another of Robert's sons, and G. Charles Dix, son of Gordon, are publisher and business manager, respectively, of the Kent/Ravenna daily. Timothy Dix, yet another son of Robert, is a Colorado Springs attorney who serves as company attorney and corporate secretary.

Finally, R. Victor Dix, son of Raymond Dix, is publisher of The Daily Record in Wooster—the successor of the original weekly bought by his grandfather.

By Dix family standards, the involvement of the Small family in its newspaper group of seven dailies is relatively modest. Four family members are part of the group's managerial team and are the company's sole stockholders.

Jean Alice Small is chairman of the board of Small Newspapers and publisher of The Daily Journal in Kankakee, Ill. Her son, Len R. "Rob" Small, is president of the group and publisher of The Daily Dispatch in Moline, Ill. Another son, Thomas P. Small, oversees the group's Western division, which includes The Roseville (Calif.) Press-Tribune and one of four weekly publications owned by the family. The daughter, Jennifer J. Small, is a Washington correspondent for the group.

Assessing advantages. What are the advantages, disadvantages and future prospects of these smaller, family-owned newspaper groups?

According to family business expert Peter Davis at the University of Pennsylvania's Wharton School, the major advantage of family businesses "comes down to an ability to support an entrepreneurial type of management—to be quicker, more decisive in decision making, to pull in the necessary resources in order to make the business a success, to maintain privacy and confidentiality and strong internal consensus."

Davis, director of Wharton's Applied Research Center, says this situation is important in a "dynamic environment" like that of the newspaper business, 'where you have consolidation of the industry taking place,

Raymond E. Dix

Jean Alice Small

John M. Jones

Franklin D. Schurz Sr.

where you have the need to strike out in new directions away from print and into new media."

Moline's Rob Small agrees that there is an advantage in the ability of family members to "get together and move fast" without having to justify their actions to outsiders. He cites the launching of a Sunday newspaper at The Daily Dispatch; it took just three months to make and implement the decision. "The lead time for a public company for something like that would be much, much longer," he says.

The consolidation of ownership and management, which typifies a family business, also is advantageous, Small says, because the perspective of a "manager" tends to be short-term while that of an "owner" is usually long-term.

In addition, he points out, a family-held private corporation doesn't have to be concerned, as publicly owned companies are, with reporting steadily increased earnings every quarter. "You can put money into the news department that simply will not yield a return in terms of profits for a great long period of time, if ever."

A related advantage is that family members owning private groups don't have to spend time and money to prepare for meetings of securities analysts.

Some problems too. Family ownership does have its drawbacks, though. Chief among them are squabbles among members who often have divergent interests.

In fact, León A. Danco, president of the Center for Family Business in Cleveland, believes that if family-owned newspapers eventually die off, it will be because of "internecine warfare" rather than the conglomerate tendencies of large, media corporations.

Wharton's Davis agrees that the major day-to-day problem for family businesses is keeping the "emotional issues" of family life from spilling over into and dominating the business.

Albert Dix puts it this way: "You can't separate it—a family connection is just there. No matter what you do, you have a love for family and a respect for family that necessarily is part of the business. Whether you like it or not, it is there. It is how you deal with it that makes the substantial difference."

The Dixes deal with the problem by trying to run their group "in as strictly a business-like manner as is possible," he says.

Benjamin Flowers Shaw
Founded family business in 1851

For example, the group is about to institute a training program for the next generation of Dixes who want to become involved in management. Heretofore, if a family member wanted to join the business, he (there were no family women seeking to join) was taken on.

Already, the group has an executive committee that meets once a month to review developments at the far-flung Dix holdings, which include, in addition to the newspaper properties at which Dixes work, three others dailies, 15 weeklies, a TV station, four radio stations and two cable TV systems.

But while there obviously is an abundance of Dixes to run things, this is not always the case for family-owned groups. The fact that individual family members may have varying interests can lead to a diminution in the ranks.

In the case of John M. Jones, whose newspaper group consists of two dailies and five nondailies, his three sons were involved in the operation at one point, but "unfortunately, two have left," he says.

The latest departure will take place this month when Alex S. Jones, who has been editor of The Greeneville (Tenn.) Sun, assumes an editorial position with The New York Times. In 1978, John M. Jones Jr. left the business to enter religious work. The third son, Gregg K. Jones, remains in charge of all operations outside Greeneville, including The Daily Post-Athenian in Athens, Tenn.

Finding sufficient interest in the family to continue the business is one reason family newspapers and groups are sold, says John M. Jones. Others, he says, include management and estate problems.

The latter is especially troublesome. Sometimes, families have to sell their newspapers, including whole groups in some cases, because of exorbitant estate taxes that become due upon the death of a principal owner.

Franklin D. Schurz Sr. says he would rather see Schurz Communications Inc. go out of the control of the family and into the hands of employees than become part of a larger group. Accordingly, Schurz has developed an employee stock ownership plan that he expects to result in the eventual transfer of majority ownership of the South Bend, Ind.-based group to the employees, as has occurred in a few other cases [presstime, Sept. 1983, p. 45].

But while the Schurz group of eight dailies, which dates from the 1870s, considers an eventual shift to employee ownership, a family group that may be the oldest in the country insists that it's going to keep the reins at home.

Fifth-generation newspaperman Thomas D. Shaw, general manager of the Dixon Evening Telegraph, says he has been told the group is the oldest with continuous family ownership in Illinois and, possibly, in the United States. The business was founded in 1851 by Benjamin Flower Shaw, who, among other things, was one of the founders of the Illinois Republican Party and joined with 11 other Illinois editors in endorsing the candidacy of Abraham Lincoln for president in 1860.

The Shaw group now consists of seven dailies and a number of non-dailies, and Thomas Shaw said he expects the group to flourish into a third century.

To what does he attribute the group's longevity? His great, great, grandfather "just loved newspapering," says Shaw. "I think that has carried on through the generations." □

Newhouse takes IRS to court over $914.2-million tax bill

Lawyers for the estate of the late Samuel I. Newhouse have filed suit in U.S. Tax Court accusing the Internal Revenue Service of making a "shocking and totally uncalled for charge" of tax fraud by the estate executors.

The IRS has asked the estate to pay nearly a billion dollars—$914.2 million—in estate taxes and penalties after disagreeing with Newhouse officials mainly about the allocation of different types of stock of Advance Publications Inc., one of the closely held corporations of the Newhouse family, and other holdings. How the stock is allocated makes a big difference in the value of the taxable estate.

Donald E. Newhouse

The government contends that for tax purposes virtually all Advance stock should be considered part of the estate. The IRS said Advance is worth $1.231 billion. The estate claimed that other family members held portions of the stock, not just the late Newhouse, and the value of Advance is closer to $178.8 million.

IRS contends that the overall taxable estate is worth $961.6 million, and that the total federal estate tax should be $658.1 million. Newhouse officials said in their estate tax return that the taxable worth is $90.9 million, and that the tax owed is $48.7 million. The IRS is seeking $609.5 million in additional taxes and $304.7 million in civil penalties.

Newhouse attorneys asked the Tax Court to seal records of the case for competitive reasons. The court denied the motion.

Newhouse attorney Charles Sabin of New York City said representatives of the estate and IRS initially agreed on the overall valuation of Advance Publications, but they could not agree on allocation of that valuation to the several classes of stock.

"Every effort was made by the executors to come to agreement with the government, but those efforts were fruitless," he said.

The government then decided to "increase the valuation of the company by a substantial amount," Sabin said. "Further, and for the first time and at the last moment, and without previous notice or discussion, (the government) took the position that the executors were involved in civil tax fraud for willfully under-valuing the shares."

The Newhouse attorney contended that the charge was "an obvious and crude tactic on the part of the IRS to force a settlement—on patently unfair terms—by intimidation."

Wilson Fadely, IRS public affairs officer, disputed that claim. "We just wouldn't do that because this is going to be heard in U.S. Tax Court. We wouldn't put ourselves in that position," he said. "We examine the tax and make our decision on that." He would not comment further.

The late Newhouse founded the publishing empire that includes 31 daily newspapers, Conde Nast magazines, book publishing, and numerous broadcast television and radio stations and cable television systems across the country.

The executors of the estate are the founder's sons, Samuel I. Newhouse Jr. and Donald E. Newhouse, who is a member of the ANPA Board of Directors.

Sabin said the executors promptly filed the estate tax return after their father's death and have made payments on the balance due as required. "Most importantly, every step, every decision taken by the executors was based on advice of two highly respected and outstanding advisors," Sabin said. The advisors were Chemical Bank of New York and the investment banking firm Goldman Sachs & Co.

The Newhouse estate filed suit against the IRS in U.S. Tax Court, Washington, D.C., but trial will be held in New York at the estate's request. Dates have not been set.

In the meantime, Newhouse officials said efforts will be made to reach a "just settlement . . . short of any concession of civil tax fraud." □

Canadian purchase of Houston Post may spark trend

Purchase of the venerable Houston Post by the brash young Toronto Sun appears to mark the beginning of a long-anticipated march of acquisition-minded Canadian publishers into the U.S. newspaper market.

The purchase agreement, for $100 million plus the undisclosed working capital of the Post, was announced Oct. 17 to Post editorial staffers.

"It's probably the beginning of a trend" by cash-in-hand Canadians frustrated in efforts to expand their publishing domains within their own country, noted Bruce Thorpe, newspaper analyst at Lynch, Jones & Ryan.

He referred to the Canadian government's proposed Daily Newspaper Act, legislation which would prohibit newspaper groups with more than 20 percent of the total national circulation from expanding by buying additional Canadian newspapers.

"They're frustrated in their desire to expand up there," said Thorpe. "Their desire to expand means more bidders for U.S. properties."

It appeared, however, that the purchase of the Post means abandonment, at least for now, of the Sun's interest in buying another on-the-market, big-city U.S. daily, the Chicago Sun-Times.

The Toronto Sun Publishing Co. cast its eyes south of the border after a cash infusion last year, when it sold a 50-percent interest in the company to Maclean Hunter Ltd., publisher of the Canadian news magazine Maclean's, for $55 million (Canadian).

Sun Publisher J. Douglas Creighton said the new owners will spruce up the Post with greater use of color and indicated other editorial changes are likely, although he said there are no current plans to convert the Post to a tabloid, like the Sun.

Creighton indicated there are no immediate plans for the Sun to pursue earlier interest in buying the Chicago Sun-Times.

The Sun, launched in 1971 in anticipation of the failure of another Toronto paper, has grown to become Canada's fourth largest daily with such features as a daily picture of a scantily clad woman and-

lately—a companion "beefcake" view of a barechested man.

But the influence of Creighton, who huddled with Post executives in Houston after the purchase agreement announcement, was expected to lead eventually to new efforts to drive the Post's circulation over that of its competitor, the Houston Chronicle. The morning Post's weekday circulation is now 395,786, compared to the all-day Chronicle's 438,860.

The Post, founded in 1885, is the 18th-largest U.S. metropolitan daily.

Its owners, the Hobby and Catto familes who make up H & C Communications Inc., cited tax considerations and changing interests of shareholders when they announced July 19 that the Post was for sale.

Texas Lt. Gov. William P. Hobby, Post president and son of Board Chairman Oveta Culp Hobby, announced the agreement to Post staffers. The families will continue to own several radio and TV stations not included in the sale. Also excluded from the sale are the paper's old downtown printing plant and a portion of the site in Houston's Galleria shopping mall where the Post's administrative, editorial and production facilities are located. The Sun will lease the downtown plant.

The transaction was handled for H & C Communications by Lehman Brothers Kuhn Loeb Inc. and for the Toronto Sun by Burns Fry Ltd. □

Columbian bankrupt, may fold

The Columbian of suburban Vancouver, British Columbia, was on the verge of closing its doors in late October.

The 21,155-circulation, family-owned daily—the oldest newspaper in the province—was declared bankrupt in British Columbia Supreme Court Oct. 14. Trustee D.C. Selman, vice president of the accounting firm Peat Marwick Mitchell Ltd., said he would keep the evening daily operating through Nov. 5 in hopes of finding a buyer, or to allow Executive Director R.D. "Rikk" Taylor to make a new proposal to creditors.

Last June, creditors approved a proposal under Canada's Bankruptcy Act to restructure the newspaper's payments. At the time, the company had liabilities of about $7.3 million (Canadian) and assets, if put into bankruptcy, of $6.5 million [presstime, July 1983, p. 60]. Taylor said a broker's appraisal of the pre-bankruptcy assets was $14.8 million.

Taylor, who owns 38.3 percent of the company's common shares, and his aunt, Mary Emes, who holds the balance, have offered to sell 50 percent or more of their shares to relieve the company's debt. "This would make the company extremely attractive to any buyer since the relieving of debt would provide positive dividends to an investor," Taylor said.

He noted that the company, Columbian Co. Ltd., which includes five weeklies and a commercial printing division in addition to the daily in New Westminster, has turned around from a $2-million loss in 1982 to a profit in the last three months. "Major reductions in operating costs have been accomplished through cooperation of employees and reduction of staff," he said.

Taylor said more than 100 employees have expressed interest in employee ownership and have pledged about $700,000 to support a new creditors' proposal to keep the operation alive.

Trustee Selman noted that the company had not been able to find sufficient financing to carry out its original creditors' proposal. If a company defaults on a proposal, it automatically goes into bankruptcy.

Taylor said the firm owes $2.5 million to the Royal Bank of Canada, $500,000 to a mortgagee and $1.5 million to other creditors.

If the company goes under, New Westminster would lose a $7-million-a-year payroll, Taylor reported. The company has 200 full-time employees, 150 part-time workers and 700 carriers.

Separately, a semi-weekly in North Vancouver announced plans to add four more editions a week beginning next Feb. 2.

The North Shore News, which does not distribute in The Columbian's area of eastern Vancouver suburbs, will continue to publish its free, 55,000-circulation paper Wednesdays and Sundays. In addition, it will publish a paid, street-sales-only paper Mondays, Tuesdays, Thursdays and Fridays.

Associate Publisher Robert Graham said he expects to sell about 3,000 copies a day at 25 cents each. □

KRON not for sale; Gannett deal off

Gannett Co. Inc. and Chronicle Publishing Co. of San Francisco have called off their agreement for Gannett to buy KRON-TV of San Francisco.

Gannett Broadcasting Group President Jeff Davidson said Chronicle officials decided to take the station off the market.

Gannett was to have acquired the Bay Area station from Chronicle Publishing in exchange for about $100 million in cash and Gannett's Oklahoma City television station KOCO.

To avoid violating newspaper-broadcast cross-ownership rules of the Federal Communications Commission, Gannett said, it sold The Tribune of Oakland earlier this year to Tribune Editor and Publisher Robert C. Maynard and Los Angeles attorney Paul R. Greenberg.

Gannett's KRON acquisition came under fire from Scripps League Newspapers, which owns four newspapers in the San Francisco Bay area. It said it would oppose the acquisition in FCC proceedings [presstime, Aug. 1983, p. 39]. □

Business notes

There was so much interest in the long-awaited public offering of **stock in Tribune Co. of Chicago** that the company decided to sell more shares than originally planned.

An issue of 5.5 million shares had been planned, but 7.7 million common shares actually were offered. They were listed on the New York Stock Exchange Oct. 12 at $26.75. More than 830,000 shares were traded the first day, with the stock closing at $28.50. It was trading at just over $28.25 in late October.

The company executed its previously announced 4,800-1 split of 7,393 shares Oct. 3 [presstime, Aug. 1983, p. 39].

• • •

The official roll-out of **The Washington Post National Weekly Edition** will take place Nov. 7.

Cover price is $1 per copy, and the charter subscription rate is $39 annually.

The tabloid-sized weekly contains material from daily Post editions on government, politics, the economy and diplomatic affairs [presstime, May 1983, p. 61]. □

AP sets modest 5.5% increase, but phone costs are uncertain

Despite heavy costs predicted for covering the Olympics, political campaigns and elections next year, the Associated Press membership assessment increase for 1984 will be the lowest in 13 years, 5.5 percent.

The primary reason for the relatively small increase is an anticipated surplus this year that will be carried over to help meet expenses next year, said AP Chairman Frank Batten, chairman and chief executive officer of Landmark Communications Inc. of Norfolk, Va. Batten said the surplus will be a result of efforts on the part of AP management to reduce expenses.

"We've never felt more positive about the resources of the AP to handle the dual challenge of covering news worldwide and developing the technology to keep pace with it," he added.

However, a cloud on the horizon is uncertainty over telephone rates. AT&T Sept. 30 proposed increased rates that would cause a 69-percent hike in AP telephone-based communications costs, Batten said.

AT&T asked the Federal Communications Commission for a $20-billion rate increase effective upon divestiture of AT&T's operating companies in January. The filing took into consideration the FCC's proposed access charges that long-distance companies will pay to local phone companies for use of local lines.

The FCC in mid-October said it would postpone a decision on AT&T's tariff—and implementation of the access charge—until April 3 because the commission's staff needs more time to consider the case.

AP, UPI and other wire services said they will oppose the increase. AP and UPI officials also said, however, that their growing satellite delivery systems will help absorb the shock of ballooning phone rates.

AP's budget for 1984 will increase slightly more than 4 percent, to $196 million, said President and General Manager Keith Fuller. Revenue will top $200 million, including revenue from a new partnership to market and distribute Telerate computerized financial information services outside the United States, he said.

Meanwhile, the AP board continues to grapple with the question of how to revise its basic assessment formula for newspapers. The current system contains some elements that many publishers believe are obsolete.

AP's Fuller (left) and Batten review budget figures over the shoulder of former AP Chairman Paul Miller.

The AP board instituted a separate rate-structure change last year. Under the new plan, AP splits a geographic-area service cost among member companies regardless of whether they publish one or more editions in a 24-hour span. Previously, newspapers paid according to how many editions they produced.

The new plan irritated some publishers of one-edition papers who now pay the same as a company that publishes an all-day paper or both a morning and evening paper [presstime, Dec. 1982, p. 45].

The Detroit Free Press said it faced an especially heavy rate increase because of the change. As a result, it filed notice that it would not renew its AP service when it expires next year. J. Scott Bosley, Free Press managing editor/features, said the notice was rescinded after the Free Press and AP worked out a system by which the newspaper could work up to the higher rate over a period of time.

UPI has not yet set rates for 1984. Its 1983 increase was 6.3 percent. □

Canada rests case in antitrust trial of newspaper firms

The trial of Southam Inc. and Thomson Newspapers Ltd. on charges they violated Canada's Combines Investigation Act has entered its second month in Ontario Supreme Court.

The charges stem from the August 1980 closings of The Winnipeg (Manitoba) Tribune by Southam and the Ottawa Journal by Thomson, as well as Southam's acquisition of full control over the two daily newspapers in Vancouver, British Columbia.

Also involved is the September 1979 closing of the Montreal Star by F.P. Publications Ltd; F.P. was acquired in January 1980 by Thomson.

The government alleges that Southam and Thomson conspired to divide newspaper markets and set up monopolies for themselves.

Each of the groups faces three counts of conspiracy to lessen competition, three counts of forming a merger and two counts of forming a monopoly.

On Oct. 13, Judge William Anderson granted a government request to amend one of the counts in the indictment. His action had the effect of separating the government's charge of a conspiracy in the Montreal newspaper situation from its charge of a Winnipeg-Ottawa-Vancouver conspiracy.

The government concluded its presentation of evidence on Oct. 6. Defense lawyers have subsequently moved to dismiss all charges on grounds that the government had not proved its case. The court had not acted on the motion at press time.

The non-jury trial began Sept. 19 [presstime, Oct. 1983, p. 52]. □

Reuters forms panel to study stock sale

The board of directors of Reuters Ltd. has established a committee to study the possibility of a public stock sale.

The highly profitable company is owned by a trust jointly held by press of the United Kingdom, Ireland, Australia and New Zealand [presstime, Aug. 1983, p. 38]. □

Reading gloves: gimmick whose 'Times' has come?

So far, newspapers aren't exactly going along hand-in-glove with a novelty item which is supposed to absorb newspaper ink rub-off and keep readers' hands clean.

Entrepreneurs are marketing cotton gloves called "Gloves for the Times."

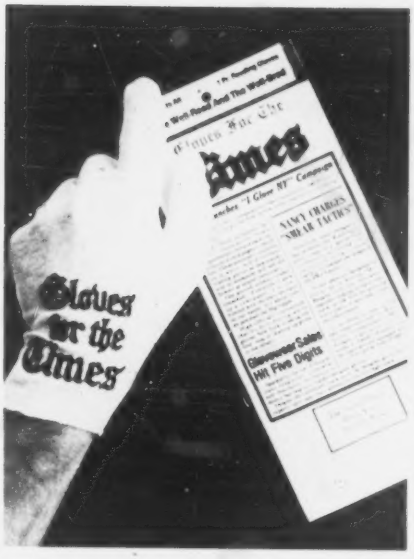
But The New York Times is not happy about the similarity between the logo printed on the gloves and the Times' nameplate.

The gimmick is the brainchild of 25-year-old Todd E. Kessler, a New York City-based producer/director for the Entertainment Tonight television program. He and his family have formed Gloves for the Times Inc. in Newark, N.J., to market the product.

When the one-size-fits-all gloves (white, 100-percent cotton with a black logo) were test marketed in New York City's bloomingdale's department store earlier this year, 12 dozen pairs were sold in one day.

Kessler, who admitted his family hopes they have the 1983 equivalent of the "Pet Rock" on their (ink-free) hands, said in addition to bloomingdale's, he has received orders from Macy, Bamberger's, and Broadway stores. The gloves have a suggested retail price of less than $7.

The so-called "reading gloves" have not gone unnoticed by The New York Times Co. According to Leonard R. Harris, director of corporate relations, his company was concerned that the typeface used for the gloves' logo was so close to that used in the paper's nameplate that they might be mistaken for an "official" product of the paper. The two companies agreed that after the existing stock of gloves is depleted the typeface in the logo will be changed. □



Reading glove: another pet rock?

Recent acquisition

Jefferson Pilot Publications Inc., Greensboro, N.C., acquired the Mineral Wells (Texas) Index, daily circulation 5,102. □

Boston Globe signs five-year pact on minority hiring

The Boston Globe has begun a five-year affirmative action program to increase minority hiring and purchases from minority businesses.

Among other things, the program provides that 25 percent of full-time hires each year will be members of minority groups. Patricia P. Renfroe, ANPA manager/personnel relations, said that the commitment, a voluntary one, may be unprecedented for the newspaper business.

The program began Oct. 14 with the signing of a statement by Globe Board Chairman William O. Taylor in a ceremony attended by the Rev. Charles R. Stith, a black leader in Boston.

Professor James L. Medoff of the Department of Economics at Harvard University will monitor the program. "Much of the hiring will be in editorial," Medoff said. The plan provides that the minority hiring will not infringe on commitments made to unions.

The Globe also has begun to search for a member of a minority group to sit on the newspaper company's board of directors. "However, as in the past, potential contribution to the company, not demographic characteristics, is the key determinant of who will be chosen for the board," Medoff said. □

'Shoe' **By Jeff MacNelly**

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

letters

Goal of accrediting is to improve quality, and it works

A grand job by the September presstime on journalism education. I particularly appreciated the wrap-up by Dean Dennis, including his seven indicators of quality for journalism schools. His list parallels the basic guidelines for accreditation as set forth by the Accrediting Council on Education in Journalism and Mass Communications.

As usual in a complex subject, some items get lost in the shuffle. Let me address a few.

1. In all the discussions of journalism education and accreditation in Editor & Publisher and presstime this past year, I have seen no mention of a basic purpose of accreditation, the student. Accreditation began as an academic effort to improve and maintain quality. As it evolved, it also has served as one of our first consumer protection agencies. One goal, perhaps the only goal, of a visiting team on accreditation is to determine if the student is getting his or her money's worth. If we concentrate our studies of the accrediting process on the value of the school to the individual student, we will clear away considerable clutter about internships, the 75-25 percent formula, and faculty salaries.

2. The considerable attention paid to accrediting by national publications this year stemmed almost entirely from episodes at two schools, Northwestern and Boston University. Each is a special case, but in both I think one question has been overlooked: are the journalism programs at these schools worthy of accreditation?

As to Northwestern, I have no opinion simply because our visiting team was ordered off campus in a manner I can most charitably describe as uncivil. . . .

I have read the reports on the visits to Boston University and talked to those who wrote them. I doubt anyone who does that would question their recommendation that the program at Boston does not fit normal standards for quality journalism education. . . .

Mention has been made of Michigan and Stanford. I think the administrators there are mistaken in their arguments that accreditation is not useful for them, but it's their decision and, I think, their loss.

3. As with any pleader, I do protest that with the attention given the problems of accreditation and of J-schools, little has been said about the gains. Anyone who visited a journalism school a few decades ago, as I did at Missouri in the late 1930s, and visits one now must remark on the amazing strides taken to turn out more professional graduates. . . . One reason, I am satisfied, is accreditation and the desire of deans to keep up with accrediting standards. . . .

4. Finally, I hope publishers read the complaint of one educator quoted in presstime: "I find that publishers and editors are often more isolated from journalism education than journalism educators are from the professional field." Most of the sharpest criticism of journalism education has come from publishers who haven't ventured on campus since graduation, who give little newspaper or financial support to their own university's program, who judge an entire program on the basis of one new reporter who can't spell or doesn't know how to operate his word processor.

I became involved in accrediting simply because I think our profession . . . is deserving of at least as much care and skill as that accorded law. Law schools are held to strict account by accrediting teams. Journalism schools should be on at least as high a plane.

Stuart Awbrey
Editor and publisher
The Hawk Eye
Burlington, Iowa

Editor's note: Awbrey is a member of ACEJMC representing Inland Daily Press Association.

Process was more trouble than it's worth

In presstime's September article on journalism education, there is a reference to the University of Michigan's withdrawal from the accreditation process because the faculty "felt accreditation no longer fit their program." Unfortunately, this might be read as indicating that we are moving away from journalism education. This emphatically is not the case; our commitment to the best possible professional training is stronger than ever.

The program, which we decided not to have reaccredited last year, is almost identical to the one that was previously accredited without difficulty. Our decision was simply that the process was more trouble than it was worth—too demanding of staff time, too expensive in an era of tight budgets, too disruptive of teaching and administrative routines for several weeks. It was a decision based on the relationship between effort and productivity.

William E. Porter, Chairman
Department of Communication
The University of Michigan
Ann Arbor, Mich.

Questioning preprints

Regarding your article on preprinted inserts (August), about all we hear of this phenomenon is "how great they are."

What about the apologies that are often issued by the retailers after distribution: typos, out-of-stock items, etc.?

What about the recipients who pull all of those inserts out of their newspaper or mailbox and dispatch them, all in one fell swoop, into the trash can?

What about the newspaper publishers who are slitting their own throats by carrying preprints at a ridiculously low price per copy?

What about the possibility that newspaper display ad salespeople are simply being outsold by the insert peddlers?

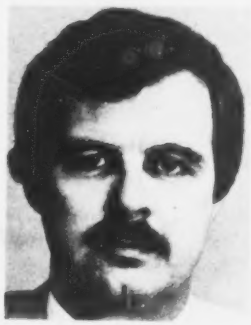
What about the eventuality that preprints are another Americanized fad that will soon lose appeal when the big retail trendsetters find some other gimmick or return, as they probably will, to newspaper display?

What about the possibility that newspapers will always be newspapers and direct mail is here to stay, and the difference is not only important but necessary?

Percy A. Conarroe
Editor and publisher
Louisville (Colo.) Times

speeches

W. J. Pennington



Douglas E. Evans

Howard R. Brown

Fred W. Friendly

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Speak Out About the Newspaper's Role in Our Society.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. Iowa Press Association fall clinic, Cedar Rapids, Sept. 17.
- **Progress Report on the ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee.** John B. Lake, publisher, Times Publishing Co., St. Petersburg, Fla. Pennsylvania Newspaper Publishers Association meeting, Pittsburgh, Sept. 29.
- **The Business of Newspapering.** W. J. Pennington, publisher and president, The Seattle Times. Association of Washington Business annual meeting, Ellensburg, July 31.
- **Future of Communications: Print Versus Electronics.** Douglas E. Evans, vice president of operations, The Globe and Mail, Toronto. Canadian Circulation Managers Association annual conference, Toronto, Sept. 27.
- **Making Promotion Work.** Donald B. Towles, vice president and director of public affairs, The Courier-Journal and The Louisville (Ky.) Times. National Newspaper Association annual meeting, Louisville, Sept. 22.
- **Status Report on VDT Health Issues and Legislation.** Dr. Howard R. Brown, chairman of the ANPA Environmental Committee and medical director of The New York Times Co. Joint luncheon of the ANPA Government Affairs and Labor and Personnel Relations committees, Washington, D.C., Sept. 27.
- **Keynote Address.** Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau. Advertising Research Foundation mid-year conference, Chicago, Sept. 14.
- **Newsprint Supply and Demand.** Joseph F. Prendergast Jr., ANPA manager newsprint and traffic. International Newspaper Controllers and Finance Officers annual meeting, Denver, Oct. 19.
- **Open Government Issues.** U.S. Sen. Patrick Leahy (D-Vt.). ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 27.
- **Self-Inflicted Wounds: Judges and Journalists.** Fred W. Friendly, senior program advisor, media and society seminars, Columbia University Graduate School of Journalism. California State Bar annual meeting, Anaheim, Sept. 11.

ANPA calendar

November

ANPA Foundation Executive Committee meeting
The Newspaper Center, Reston, Va.
Nov. 2

ANPA Newsprint Committee Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 3-4

ANPA Foundation Research About Newspapers Seminar
The Newspaper Center, Reston, Va.
Nov. 11-12

ANPA International Circulation Managers Association Newspaper Personnel Relations Association Circulation Managers Workshop
Hotel Continental, Chicago, Nov. 14-16

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 15

December

ANPA ASNE APME Leadership in the Newsroom Workshop
Chicago Marriott, Dec. 5-7

ANPA Foundation Board of Trustees meeting
Vista Hotel, Washington, D.C., Dec. 7

ANPA Board of Directors meeting
The Newspaper Center, Reston, Va., and Vista Hotel, Washington, D.C., Dec. 7-8

ANPA Press Bar Relations Committee meeting
Gannett Co., Inc., New York City, Dec. 9

ANPA American Bar Association Task Force meeting
Gannett Co., Inc., New York City, Dec. 9

January

ANPA Labor and Personnel Relations Conference
The Pointe Tapatio, Phoenix, Jan. 8-11

ANPA technical committees' meetings
The Newspaper Center, Reston, Va.
Jan. 10-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va.
Jan. 16-20

ANPA Board of Directors meeting
Lyford Cay Club, Bahamas, Jan. 23-25

ANPA Management Development Workshop
Westin South Coast Plaza, Costa Mesa, Calif., Jan. 23-27

ANPA Advanced Labor Relations Seminar
Kona Kai Club, San Diego, Jan. 30-31

ANPA Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Jan. 30-Feb. 3

February

ANPA CPPA Technical Section Joint Standing Committee meeting
Don CeSar Hotel, St. Petersburg, Fla.
Feb. 9-10

ANPA International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Sheraton International Conference Center, Reston, Va., Feb. 12-18

ANPA NPRA Personnel Practices, Procedures and Policies Seminar
Westin

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va.
Feb. 13-17

ANPA Management Introduction to Newspaper Technology
The Newspaper Center, Reston, Va.
Feb. 27-March 2

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The Journal of the ANPA

SPECIAL REPORT

The expanded Newspaper Center

ANPA's

chairman's corner

Concept of Newspaper Center is made a reality by new wing

This year, with the completion of our new technical research and training facility and the consolidation of the entire ANPA staff under one roof in Reston, Va., ANPA headquarters is truly taking on the look of a "Newspaper Center."

William C. Marcil

With the arrival of the Institute of Newspaper Controllers and Finance Officers in September, the number of newspaper organizations now housed at The Newspaper Center has grown to 11. And more may come!

Other organizations located at the Center are the American Society of Newspaper Editors, the International Newspaper Promotion Association, the International Circulation Managers Association, the Newspaper Personnel Relations Association, the Society of Newspaper Design, the World Press Freedom Committee and our close associate, the Japan Newspaper Publishers and Editors Association.

So in addition to the services of ANPA, its Foundation and Credit Bureau, we now have organizations dedicated to the specific interest of newspaper editing, promotion, distribution, design, personnel relations and financial matters all located on the same premises.

Their expertise and assistance within the Center, if not just a few steps apart, are, at most, only an inter-office phone call away. And our staff works closely with the American Press Institute located next door.

We have commented often on the benefits derived in the co-location of organizations and departments—not only in regard to the spirit of cooperation it engenders among individual agencies, but also in enhancing the abilities of each organization to do a better job in serving its members, and, in turn, the entire newspaper business.

In addition, the many ANPA resources, including its 5,000-volume library, its voluminous central files, as well as departmental files and expertise, are immediately available to all departments and organizations housed in the Center.

The ANPA staff at Reston has long enjoyed the cooperation of the other groups located there. We have been involved in joint training endeavors, workshops, seminars, program planning, as well as in addressing various aspects of the newspaper business contingent to all of our interests. We have cosponsored conferences and seminars with ICMA, INPA, ASNE, NPRA, INCFO and others. Experience has taught us the undeniable benefits to be gained by co-location and cooperation of individual newspaper organizations. It increases our effectiveness in serving our memberships, the newspaper business and the public.

The concept of The Newspaper Center, which we have long championed, is now a reality.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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By Paul Kruglinski
presstime **technical writer**

The $6-million addition to The Newspaper Center is up. The presses and other equipment are in. The people are moved. And for the first time since the turn of the century, the ANPA staff is housed under one roof.

It's the realization of a dream that many ANPA officials and newspaper publishers have been dreaming since the Association staff moved out of rented space in New York City 11 years ago and relocated in its own building in Reston, Va., about 20 miles west of downtown Washington, D.C.

"The consolidation of ANPA staff and services under one roof has many advantages—improved staff coordination, better resource management and a quicker response time to our members," says Jerry W. Friedheim, executive vice president and general manager. "This new facility and equipment will allow the ANPA staff team to do even better what it already does well."

The addition is occupied primarily by the Association's technical staff, which was formerly located in Easton, Pa. Also in the new wing are two related departments—Telecommunications Affairs and Newsprint and Traffic—and several others that moved from the older part of the Center.

That original building had become increasingly crowded in recent years, and the addition—which boosts floor space from 33,000 to 90,000 square feet—provides elbow room not only for ANPA but also for ANPA Foundation, ANPA/Credit Bureau Inc. and eight other newspaper-business organizations housed within the Center.

ANPA Chairman and President William C. Marcil, president and publisher of The Forum in Fargo, N.D., believes the accommodation of the other organizations' headquarters needs is a major advantage of the expanded center. "Not only will the new facility help us to better serve our members," he says, "it also will enhance our ability to improve and increase cooperation and communication among associations throughout the newspaper business."

The two-story, brick-and-glass addition is an architectual companion to the original Newspaper Center building to which it is attached. Both structures were designed and built by Wigton-Abbott Corp. of Plainfield, N.J.

The combined structure, which now houses about 160 ANPA employees and about 40 from the other associations, is nestled among the tall maple, oak and tulip poplar trees of Reston, a nearly-40,000-population "new town" that is springing up in the gentle hills of Northern Virginia.

The addition was financed through a special assessment on members of one year's dues, payable over three years. While some assessment payments continue to be paid, the building has been completed without the need to borrow any funds.

ANPA Director Katharine Graham, who was the Association's chairman and president when the membership approved the assessment at the 1981 ANPA Convention in Chicago, calls the new facility "a fine tribute to the members of an active association in an active business." The chairman of The Washington Post Co. also says "it is a fine tribute to the late Len Small, who worked so tirelessly to get the project started." Illinois newspaperman Small was vice chairman of ANPA and one of the chief advocates of building the addition prior to his death in an automobile accident in the spring of 1980.

Day to day construction by Wigton-Abbott was overseen by Thomas C. Fichter, ANPA senior vice president and deputy general manager, and the building was actually completed in June.

After 72 years of separation, the Association's sundry parts come together in Virginia.

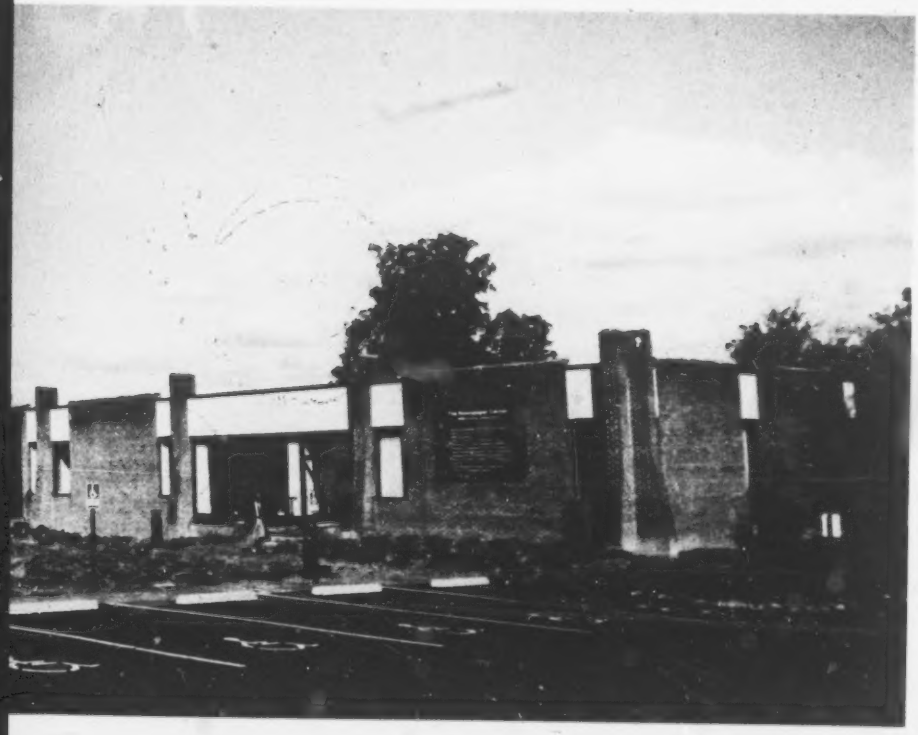
However, installation of equipment—including new donations valued at more than the $6-million cost of the building (see story, p. 11)—was finished just before Thanksgiving; dedicatory ceremonies will take place Dec. 7 in conjunction with a meeting of the ANPA Board of Directors.

The need for a consolidated operation—in its own quarters rather than in scattered, leased buildings—was seen by ANPA board members many years ago. In 1970, when the decision was made to construct the original Reston building, the thinking included eventual plans to consolidate the organization in expanded quarters.

Like many national trade associations over the past decade, ANPA has experienced a substantial increase in functions and a corresponding increase in personnel to carry them out. This contributed to the decision to build the addition to the Reston facility.

In addition to the technical staff and the Telecommunications Affairs and Newsprint and Traffic departments, the new structure houses ANPA's Training Services Department, Industry and Public Affairs Department, Foundation and personnel office. The Society of Newspaper Design also is located there.

The new structure provides four conference rooms equipped with audio/visual aids, chalkboards and other features designed for use in seminars, workshops and meetings for visiting newspaper executives. There are also a kitchen, lunch room and outdoor patio area for dining.



A priority in the design of the addition (left half of picture) was to keep the architecture consistent with the original building.

The expansion enabled virtually every ANPA department occupying the older building to gain badly needed space. This also was true for many other Newspaper Center occupants: the Credit Bureau, the American Society of Newspaper Editors, the International Circulation Managers Association, the International Newspaper Promotion Association, the Japan Newspaper Publishers Association, the Newspaper Personnel Relations Association and the World Press Freedom Committee. It also allowed the Institute of Newspaper Controllers and Finance Officers to move its headquarters to The Newspaper Center.

Should future growth of ANPA and other newspaper associations dictate greater space requirements, two more stories can be erected atop the addition, or the existing patio area could be converted into office space.

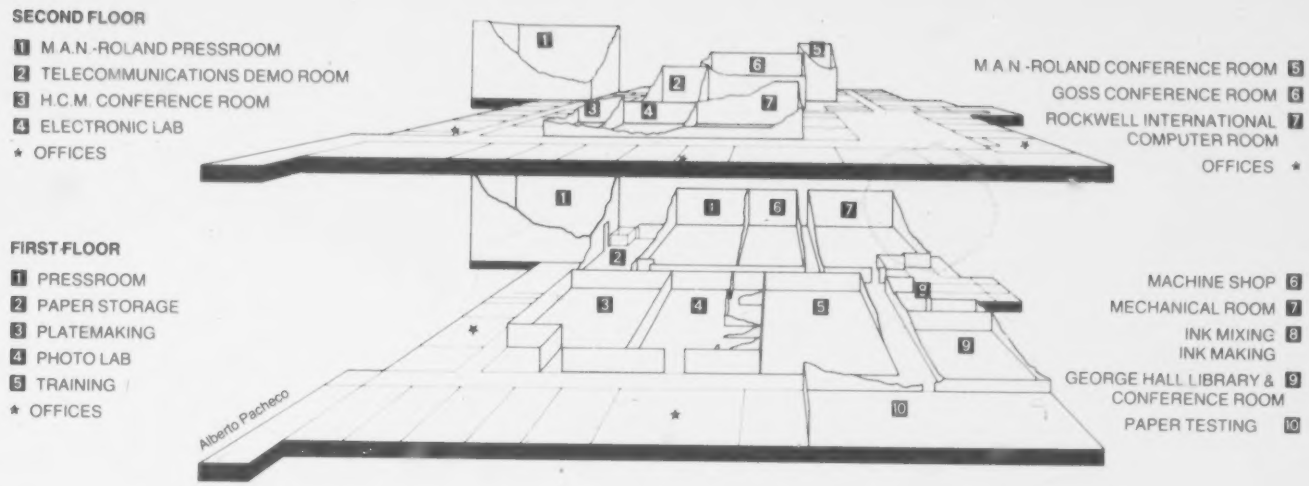
While it's obvious that all of the ANPA staff as well as those of the other newspaper associations located at the Center have been helped by the addition, the Association's technical departments are the primary beneficiaries.

The technical staff has largely remained intact. Only 22 of the 50 people working at the Research Institute in Easton decided not to move to Reston, and most of them were clerical workers.

Those who did move, and the people hired to replace those who didn't, occupy one and a half times as much space as the Research Institute had in its outmoded quarters in Easton.

"The new laboratory and the state-of-the-art equipment housed in it will enable ANPA to develop more important technological breakthroughs in the future," says William D. Rinehart, vice president/technical. "Those future developments will allow the newspaper business to continue to be a competitive medium."

With the relocation to Reston, the technical departments of ANPA have been renamed. What was the Production



Floor plan shows the location of the major technical facilities within the two-story addition to The Newspaper Center.

Department is now Technical Services; the Research Center is now Technical Research.

Technical Services. The Technical Services Department occupies much of the second floor and part of the first floor of the addition.

According to the department's director, Peter P. Romano, Technical Services is now geared up to carry out four primary functions:

- Providing Technical Advisory Service—or TAS—in-plant consultation to newspapers to assist them in such areas as plant design, quality control, preventive maintenance and new equipment installation.
- Developing and conducting "hands-on" training programs at The Newspaper Center that address problems encountered by newspaper workers in grappling with new technology, and that give management personnel a technological perspective of the newspaper business.
- Managing the annual ANPA Operations Management Conference & Exposition.
- Gathering technical information that is disseminated through presstime and in special publications of the Association.

The TAS group was one of the least affected by the move; all eight members relocated to The Newspaper Center.

"The minute we moved in here," Romano says, "we were doing TASs."

Originally begun in 1964, the service has tailored its assistance to meet the existing and future needs of members as technology has progressed.

Initially, the staff concentrated on helping newspapers make the transition to offset printing and photocomposition. As front-end systems evolved, the service offered training in that area. Currently, it is giving an increasing amount of assistance on matters that pertain to employees' relationship to their work place—so-called "ergonomic" concerns.

Plant design assistance has been an ongoing TAS service since its inception, and the construction of the addition at Reston has given ANPA engineers some additional insights into the nuances of building projects.

In addition, "The move provides an opportunity to centralize repetitive procedures," says Romano. "There is an instant sense of communications with all the resources of ANPA. Now there's one place for the membership to look for help." Under the previous, split arrangement, Romano adds, members "only got half the picture" at a time.

Like that of the Technical Advisory Service, the staff that oversees technical training was kept intact during the move to Reston.

However, the hands-on seminar program was disrupted somewhat because of the lag in getting all the necessary equipment up and running, says Arthur M. Boudreau, manager/technical training. He is confident the program will be running at 100 percent of capacity by Jan. 1.

The training program is poised to gain the most from the move to The Newspaper Center. While a Cottrell V-15 web offset press and some hot-metal equipment were left behind in Easton, a Goss Urbanite press, used primarily for training, and a great deal of other equipment were shipped. The other equipment includes a letterpress press line containing one Hoe Printmaster unit, one Goss Universal unit and the original ANPAPRESS™ unit.

Moreover, in conjunction with the opening of the new addition, ANPA acquired an abundance of new equipment donated by manufacturers—including a double-width M.A.N.-Roland Uniman 4/2 offset press and a Hell color scanner. Boudreau says that because of the new equipment, a number of metropolitan dailies have inquired about ANPA's technical training programs, especially the new ones made possible by the double-width offset press and related equipment. And the Uniman has prompted more interest in high-speed, four-plate-wide press operations.

The press is located in a two-story pressroom in the new wing. In an adjacent room are the two older, single-width presses that were shipped from Easton. The combination of these three presses gives the program the flexibility to address the needs of large, medium and small newspapers, Boudreau says.

Because the hallmark of the ANPA-developed training program is its hands-on dimension, which allows both craftsmen and executives the opportunity to use the equipment in a production setting, participants can get a "feel" for the work instead of just bland theory, he notes.

"They've got everything at their fingertips here," he says, referring particularly to executive-level personnel.

Although ANPA has been conducting seminars in color separation using a Berkey direct-screen color separation camera, the Hell scanner will allow the development of advanced color, quality-control procedures.

Except for the increased color flexibility, the program—at least at the outset—will be run essentially as it was in Easton.

Boudreau says the training and seminar program will expand as vendors donate or

loan other equipment to ANPA. "The expanded facility and equipment will allow greater flexibility," he says.

In addition to offering the Technical Advisory Service, conducting hands-on training, overseeing the annual ANPA trade show and disseminating information in publications, the Technical Services Department is a busy one in day-to-day service to member newspapers.

"The first priority is telephone requests for assistance by members in trouble," he emphasizes, adding that the number of such requests has picked up since the move.

In addition to the growing number of calls, Romano says his department since the move has had an increasing number of visitors—from as far away as Algeria, Japan and South Africa. Undoubtedly, the location of The Newspaper Center—seven miles from Dulles International Airport and about a half-hour's drive from Washington National Airport—is a factor.

Technical Research. The second major technical area of the Association, the Technical Research Department, is housed mainly on the lower level of the addition.

While some Technical Research goals remain essentially the same since the days of the pioneering ANPA Mechanical Department (see story, p. 10), the scope of the research and the breadth of the department's responsibilities to the newspaper business have expanded considerably, according to the department's director George Cashau.

As new technologies have come on line, the department has grown to meet the new challenges.

Cashau says the advantages gained in increased space and better working conditions in Reston have more than outweighed some losses in personnel, particularly in computer research. Additionally, the proximity of Reston to such valuable resources as the Library of Congress, the National Bureau of Standards and the Naval Research Laboratory provide chemists and other ANPA technicians with increased research sources.

Cashau also observes that the Washington area offers a larger and more technically qualified labor pool from which ANPA can draw personnel.

Over the years, ANPA research engineers have gained a worldwide reputation for developing the new technology that has advanced the newspaper business. In recent years ANPA has played a major role in the introduction of newspaper offset printing, electronic editing systems, plastic plates, new press designs and kenaf, a pulp substitute in the manufacture of newsprint. Vice President/Technical Rinehart notes that every conceivable piece of equipment used in the newspaper business has been either developed or tested in ANPA laboratories or examined by ANPA technicians in the field.

Five of the department's seven sections—research engineering, development engineering, newsprint, photography and chemistry—have been assisting the business since ANPA began looking at the production side of newspapering nearly six decades ago; the computer research section was established in the mid-1960s and the environmental section in 1972.

The new wing affords the engineering staff more room for mechanical drawing boards and technical documents.

Another benefit is the expanded machine shop. The shop acquired a new Bridgeport milling machine and a YAM lathe, which is capable of handling the Uniman's longer shafts.

With the additional equipment, the shop will have three lathes, two milling machines, a surface grinder, a band saw, four drill presses, two grinders, a complete welding shop, various sheet-metal equipment and an arbor press—or enough equipment "to do just about anything," Cashau says.

The machine shop was instrumental in building ANPAPRESS, the technological feather in the section's cap. That printing press made of aluminum, plastic and steel was developed in the mid-1970s and just now is finding its way into newspaper pressrooms [presstime, July 1983, p. 58].

The development engineering section picks up where research engineering leaves off—furthering ANPA-developed technology. It brings newspaper technical problems into the laboratory.

The engineers "visit newspapers to get ideas on production problems for input to the ANPA Research and Production Committee," explains Cashau.

An intimate relationship exists between the development engineering section and pressrooms of member newspapers. That's because new production devices developed in ANPA laboratories must be field-tested on long test runs before being introduced industry-wide.

The development engineering section's primary tool is the press line consisting of the Hoe and Goss letterpress units, plus the ANPAPRESS with its anilox keyless inking system.

The ANPAPRESS unit is now being used to test water-based inks, and the Hoe unit is being used to test photopolymer plates and ANPAINK™, a non-petroleum-based ink.

Aerial photo shows The Newspaper Center's relationship to key facilities.

Because ANPA has never had a double-width offset press, acquisition of the Uniman press will allow research into one-piece blankets, plate wear and toning problems and anything that involves high press speeds, according to Cashau.

"The press opens up a lot of avenues of research," he says, adding that it also will be instrumental in developing new quality standards, particularly for color printing.

For the newsprint section, the new building means a more modern setting for its testing of newsprint.

The ANPA Newsprint Quality Program monitors the quality of newsprint produced in the United States, Canada and Scandinavia based on samples supplied by newspapers. In a single year, the section will test 1,600 such samples for moisture, basis weight, caliper, smoothness, printability, printing opacity, brightness, tear, strength and color.

The tests provide comparative data on newsprint manufacturers, and results are made available to member newspapers in an annual report.

Three other laboratories exist in the department's chemistry section—two for ink testing and one for analytical chemistry. Equipped with about $400,000 in testing equipment, these labs are the scene of research on inks and materials of environmental concern.

One of them is now investigating the potential of converting the technology of ANPAINK™—an environmentally sound, non-petroleum-based letterpress ink—to offset use. The Urbanite and Uniman presses will be used in the experimentation.

The other ink lab is responsible for testing newspaper inks for shade, strength, tinting, rub off and viscosity, among other characteristics.

The third lab, analytical chemistry, is an example of ANPA's ability to adapt to new governmental regulations and a changing world. The lab tests samples of materials submitted by newspapers and vendors to determine whether any contain substances of environmental concern (such as heavy metals and PCBs). The lab has been used to determine whether newspaper waste materials might have an impact on the environment, to certify content with ink pigment identification and to test industrial hygiene samples from the work place atmosphere.

Leesa Thompson attends to new locator map of ANPA members.

Because of the increased attention to environmental matters, this lab's activities are expanding, as are those of the entire environmental section.

"Nearly 100 percent of our work in the environmental section is to keep newspapers out of trouble with the government," says Cashau. "We're here when they need help."

The move to Reston is seen as a boon to the environmental section's efforts because of the proximity to the federal regulators.

The environmental section conducts studies on noise, ink mist, paper dust, chemicals (solvents, blanket wash, etc.) and VDTs (radiation and ergonomics). It also "keeps track of the Occupational Safety and Health Administration, the Environmental Protection Agency and the National Institute for Occupational Safety and Health," Cashau says.

More directly, the section helps newspapers cope with lengthy governmental forms and in litigation with local, state and federal regulators.

For the computer section, Reston and Northern Virginia's emergence as a leader in the so-called "high-tech" industry is bound to be an asset.

The computer section has been one of the most active ANPA components in the last two decades, producing such software as Layout-80, the Newspaper Management Game, a newsprint inventory program, the Micromark computer dictionary and Request dB.

In the move to Reston, the section gained what one staffer calls "a real computer room" complete with a false floor, a Halon-gas fire-extinguishing system, and an independent heating and air-conditioning system. PDP-11/45 and PDP-11/23 central processing units were moved from Easton, and a VAX 11/750 mainframe computer was acquired. In toto, the section now muscles 500 megabytes of disk storage and 4.5 megabytes of operation memory.

However, in terms of personnel, the computer group was the hardest hit by the move, losing four of the six researchers and two other employees. But Cashau expects no problem finding new, qualified computer researchers as needed.

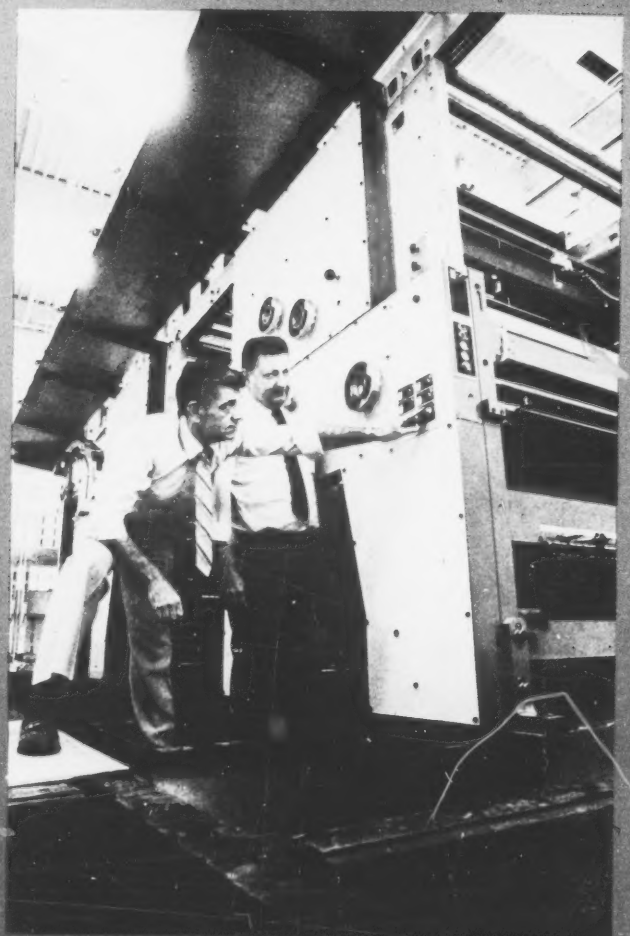
For the members. While The Newspaper Center's new addition provides a host of added facilities and opportunities for the Association staff to better serve the members, it also offers greater convenience to newspaper publishers, managers and others visiting Reston.

For example, a newspaper executive may now fly into Dulles International Airport, take a 10-minute cab ride to Reston, check in at a modern hotel and walk two short blocks from the hotel to The Newspaper Center to visit the consolidated ANPA as well as any of the other 10 newspaper organizations located there. "Of course," says Executive Vice President Friedheim, "if anybody needs to be picked up or delivered to either Dulles or National airports, we will arrange that."

Halfway between the hotel and the Center, the visitor can stop in at the American Press Institute, which conducts numerous seminars for newspaper personnel.

All the while, he or she will be only 20 miles from the seat of government. The trip by car from Reston to Washington will become quicker, too, because of the early December opening of a new road linking the Dulles Access Road and Interstate 66, and the scheduled completion next fall of a toll road adjacent to the Dulles Access Road. The toll road, which will provide direct access to Washington via I-66, will have two interchanges within a half mile of The Newspaper Center. □

Left: Environmental test is performed in analytical laboratory. Far left: ANPA's Arthur M. Boudreau (foreground) instructs foreign newspaper executives in VDT use. Below: Goss Conference Room was site of ANPA Foundation seminar.



Above: ANPA photography technician John Harrington checks over new Hell color scanner. Right: Romano (left) and Cashau check out installation of the new double-width M.A.N.-Roland 4/2 offset press.

ANPA's nomadic tendency comes to end

The consolidation of all ANPA functions and staff under one roof completes a circle that covers nearly a century. Those functions of the Association, established in New York City in 1887, became geographically fragmented as ANPA grew, but they are now unified again at The Newspaper Center in Reston, Va.

The final step of the consolidation unites what was formerly known as the ANPA Research Institute, located in Easton, Pa., with the Association's headquarters.

When ANPA began, it had only one office, in New York City. As the Association grew, however, it found the need to establish various departments to deal with ever-increasing demands. Sometimes, locations other than New York City were chosen. For example, a labor office was established in Chicago in 1900, moved to Indianapolis in 1911, returned to Chicago in 1933 and finally settled in Reston in 1976.

ANPA's technical arm also had its origin in New York City. In 1925, Charles F. Hart, production director of The New York Times, told the annual ANPA Convention:

"The mechanical departments of a newspaper have not been given the serious attention by the publishers (their) importance in the present day requires.

"There is not an industry in the country that has been so sadly neglected by the engineer as newspaper printing."

The next year the ANPA Board of Directors created the Mechanical Department in New York City and installed Walter E. Wines, an innovative newspaper engineer, as its first manager.

Wines set the tone and goals of the newly formed department when he told the 1926 Convention:

"The present plans as they have been laid out to me for this work are to start this department by making it a clearing house, a depository, a central office, for the collection and dissemination of information. What it may develop from that no one knows."

With an eye on the bottom line, Wines added, "The aim of this Mechanical Department will be to increase the net revenue (of newspapers) by decreasing operating expenses."

The department performed well, cutting newsprint waste at member papers by 1 percent during its first nine years of existence, according to reports published in ANPA General Bulletins. But the Board, responding in part to the potential challenge of television, sought new technological responses for newspapers and began looking into establishing another department that would separate research from other mechanical functions. By 1948, the Mechanical Research Department was a reality.

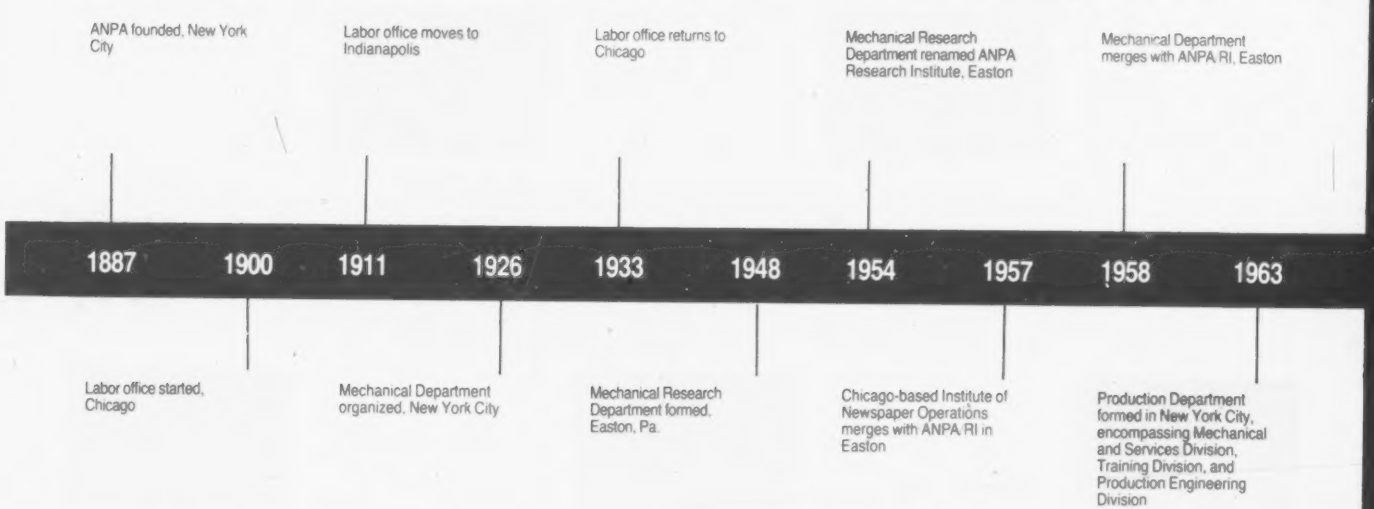
The location of this new department was Easton, primarily because of the interest in the production side of newspapering shown by J. L. Stackhouse, publisher of The Express in Easton. Initially, he donated quarters in downtown Easton for the department's use. Later, he sold ANPA 11 acres of land several miles from downtown Easton, and a laboratory was built on the site in 1950.

During the 1950s, the Mechanical Research Department expanded its facilities and operations. It was renamed the ANPA Research Institute in 1954. Three years later, it merged with the Chicago-based Institute of Newspaper Operations, whose activities were moved to Easton the next year.

To accommodate this and subsequent growth, a $450,000 addition to the Easton building was constructed in 1962, tripling floor space.

The Mechanical Department remained in New York City during this period. In 1963, it was combined with ANPA's Training and Services Division into the Production Department. And eight years later, the Board directed that the Production Department be relocated to Easton.

Tracing ANPA's technical and labor offices as they moved from



The next move away from New York City was that of the headquarters. In 1972, ANPA vacated its rented space in Manhattan and moved to the Washington suburb of Reston—in part because the Association saw the financial benefit of owning its own building, but largely because the expanding role of the federal government in private business had made proximity to Washington almost essential for a major trade association.

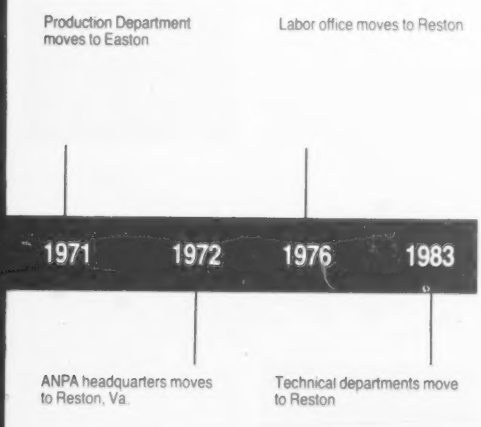
The consensus of the Board at that time was that a consolidation of all ANPA operations in Reston would be desirable at some point in the future.

In 1976, the Board and the membership approved the relocation of the labor and personnel relations staff from Chicago to Reston.

And in 1981, as the space limitations and deteriorating condition of the Easton building became even greater concerns, the Board and the membership approved moving technical operations, staff and equipment to The Newspaper Center.

But while the technical operation has moved, its major mission has not changed. Director of Technical Research George Cashau, sounding very much like Wines, his predecessor with the old Mechanical Department, explains that mission this way: "We're still trying to produce a better communications vehicle more cheaply—whatever that might turn out to be." □

place to place



Equipment, supplies exceed $6-million cost of addition

Companies that manufacture and sell the equipment and supplies used to produce newspapers have been generous in donating or lending their wares to ANPA technical departments.

These vendors have provided millions of dollars worth of equipment now housed in the new addition to The Newspaper Center. In fact, the total worth of that equipment eclipses the $6-million cost of the addition, according to Peter P. Romano, director/technical services.

William D. Rinehart, ANPA vice president/technical, says the Association and vendors have always had a close, working relationship.

"The suppliers recognize the role ANPA has played in moving the newspaper business from an antiquated hot-metal operation to a technologically advanced business," he says.

Much of the developmental work on ANPAPRESS™ and other ANPA-developed technologies was made possible because of donations of blankets, rollers, roller covers and plate saddles by such firms as W. R. Grace & Co., K&F Beach Manufacturing Co. and Jomac Roller Inc.

The move to Reston and the corresponding increase in space has given ANPA the opportunity to upgrade the equipment—virtually all of it either donated or on permanent loan—used in research and training programs.

For instance, M.A.N.-Roland USA Inc. donated a $2.8-million Uniman 4/2 offset press [presstime, May 1982, p. 46]; M.E.G. (U.S.) Inc. donated the reel stands for the high-speed, double-width press; and Hall Systems Inc. donated a mailroom distribution system for the press and installed the press, reel stands and mailroom system at no cost to the Association.

Hall also installed at cost the Goss Urbanite single-width offset press donated by the Goss Co. and a Printmaster letterpress press donated by the Hoe Co. years ago.

HCM Graphic Systems Inc. donated a Hell electronic color scanner worth about $300,000.

A $500,000 donation by Rockwell's Graphics Systems Division allowed ANPA to expand and enhance activities through the new research facilities and to furnish and equip several conference and training rooms.

While those donations have received a considerable amount of attention, what is not generally known is that such firms as Anchor/Lith-Kem-Ko, New England Newspaper Supply Co., Western Lithoplate & Supply and other firms regularly donate film, chemicals, blankets, stripping materials, plates and other materials used in the research and training programs.

Taft Equipment Sales Co. even donated a van for ANPA use. And all the major newsprint manufacturers donate newsprint on a rotating basis to The Newspaper Center.

"We got a lot of stuff in here we couldn't afford to buy," says George Cashau, ANPA director/technical research.

"The suppliers were willing to donate much more equipment," Rinehart points out, "but we only accepted equipment that would play a vital role in future research or training."

Other donors are:

Abitibi-Price Inc.
American Hoechst Corp.
Anitec Image Corp.
Anocoil Corp.
Associated Press
Baldwin-Gegenheimer Division
Bato Company Inc.
Berkey Technical Co.
Bowater Corp.
Chemco Photoproducts Co.
Chesley F. Carlson Co.
CIP Inc.
Compugraphic Corp.
Consolidated-Bathurst Inc.
Consolidated International Corp.
Domtar Inc.
Donohue Inc.
Dow Jones & Co. Inc.
Eastman Kodak Co.
E. I. du Pont de Nemours & Co.
Flint Ink Corp.
Garden State Paper Co. Inc.
Graphic Arts Technical and Consulting Services
Graphic Fine Color
Great Lakes Forest Products Ltd.
Great Northern Nekoosa Corp.
Hercules Inc.
Inmont Corp.
International Paper Co.
Itek Composition Systems
J. M. Huber Corp.
Kimberly-Clark Corp.
Kruger Inc.
LogEscan Systems Inc.
MacBeth
Mergenthaler Linotype Co.
Midwest Publishers Supply Co.
Mycro-Tek
NAPP Systems (U.S.A.) Inc.
Nolan-Jampol Inc.
Nova Scotia Forest Industries
nuArc Co. Inc.
Radio Shack
Reed Paper Ltd.
Reeves Brothers Inc.
Roberts & Porter Inc.
Rothesay Paper Ltd.
Rycoline Products Inc.
Signode Corp.
Sun Chemical Corp.
Texscan MSI
United Press International
United States Printing Ink Corp.
3M Co.

UNESCO conference devoid of rancor

By Marcia Fram
presstime staff writer

Contrary to expectations, compromise, not controversy, emerged from discussion of communications issues at UNESCO's 22nd General Conference, which ended Nov. 29.

The mid-November sessions dealing with the press were largely devoid of the ideological rancor that has polarized debate on the subject along East-West lines for the past decade.

Instead, the Paris conference reflected the realization that technology, not ideology, is the key communications need of Third World nations, according to U.S. observers at the conference. These nations, which have often used the international forum to express resentment of alleged Western media domination, now appear to be aware that practical assistance from industrialized nations can help in developing their own media capabilities.

"For the first time since 1974, the tone of UNESCO's plenary discussion on communications was restrained. The stridency of the 1970s was nowhere evident," said Leonard R. Sussman, a member of the U.S. delegation.

"Indeed, it may be said that the giant UNESCO bureaucracy and its member states were seen to move, even slightly, in a westerly direction. After a decade of movement in other directions on communications issues, this was encouraging," said Sussman, who is executive director of Freedom House, a New York-based organization that monitors freedom—or lack of it—throughout the world.

Dana Bullen, executive director of the World Press Freedom Committee, said that "while problems remain, if anyone is looking for an assault on the media at this conference serious enough to justify a U.S. withdrawal from UNESCO, they won't find it."

Bullen described the communications aspect of the conference as a "mixed bag," and a State Department official called it a collection of "plusses and minuses" for the Free World.

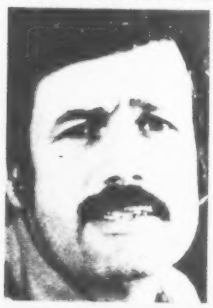
The fact that the conference was not disrupted by bitter debate over communications issues was by no means a certainty when the month-long meeting began Oct. 25.

At the outset, the Soviet Union circulated a resolution calling for what some Western officials termed a "blacklist" of media organizations perceived as "building up world tension and disseminating tendentious and slanderous messages

Soviet Union yielded on 3 proposals in Paris

By George P. Kennedy

As negotiators from East and West filed out of a room in UNESCO headquarters in Paris, American delegate Joseph P. Rawley, co-publisher of The High Point (N.C.) Enterprise, summed up the delegation's efforts: "It's been a good day's work."



George P. Kennedy

His satisfaction was based on the fact that the United States, though forced to give up one proposed amendment to UNESCO's communications program for 1984-85, had just seen the Soviet Union and East Germany surrender on three proposals, including the one most feared by the West.

Rawley's colleague, Helen Marie Taylor, president of the James Monroe Memorial Foundation, was far less pleased. After all, the abandoned American proposal had been described, perhaps with some diplomatic hyperbole, as "the heart of our philosophy of communication." There had been other rhetorical retreats. And, referring to the work plan as a whole, she added hotly, "There's nothing in there about freedom of the press or private enterprise."

Those attitudes probably reflect the range of opinion among advocates of a Western-style press system at the conclusion of four days of public debate and private compromise.

The other side made no public pronouncements, but the Soviets and their allies cannot have been much happier than was Taylor. Not only had the most virulently anti-Western proposals been killed, but the only major Soviet resolution to be adopted had been rendered innocuous by rewording of key phrases.

To a first-time observer, it seemed significant that most of the watering-down was performed by the professionals of the UNESCO secretariat, acting in the name of Director General Amadou Mahtar M'Bow. The staff also dulled the edge of most Western proposals.

Asked whether the director general always gets his way on disputed points, American Delegate Leonard Sussman replied with a grim smile, "only 98 percent of the time." If that power is now to be used less confrontationally than often has been the case, the press freedom advocates will have made an important advance.

Some of M'Bow's own comments, made in his reply to the general policy debate, had an encouraging ring. He took note of continued skepticism and reservations based on the fear that the organization's drive for a "new world information and communication order" would "restrict freedom of information and freedom of speech." Not so, he said.

"We are not concerned here with restricting freedoms that have already been won, but rather with extending those freedoms to people who are still deprived of them. To develop communication capabilities in places where such capabilities are minimal, not to say non-existent, is not to strike a blow against the freedom of others. Rather, it is to establish the conditions under which all voices can make themselves heard and freedom can become the

Kennedy, a member of the presstime Advisory Committee, is on the faculty of the University of Missouri School of Journalism. He currently is on sabbatical in Europe.

that sow the seeds of alienation and enmity."

The United States reacted to this and other initiatives against press freedom by threatening to withhold its budget contribution to UNESCO. The United States currently provides one-fourth of the agency's funding.

The Soviet Union subsequently withdrew its proposal.

When it came time to decide UNESCO's budget for 1984-85, the U.S. delegation cast the lone dissenting vote, while 10 of the other 160 nations abstained, as the conference approved a 2 percent-plus increase to $374.5 million. UNESCO's secretariat had proposed spending $386.6 million, an increase of more than 6 percent, while the United States advocated a no-growth budget of $360.6 million. (See story, p. 15.)

Communications policy was ironed out during the conference by a 60-member UNESCO group known as the Fourth Commission.

Free World countries notched a victory when the commission agreed to a UNESCO study of the "watchdog" concept of the press. This grew out of a West German resolution stating that one major function of the mass media is to report on abuses of power and on violations of human rights.

Also favored by the United States and approved by the Fourth Commission were UNESCO studies on censorship and self-censorship, the inclusion of media rights in a study of media responsibilities, a study of government media as well as private media, a series of case studies on the plurality of media forms and outlets, and ways to strengthen freedom of information.

On the other hand, the United States withdrew resolutions terming the "jamming" of radio broadcasts a violation of the free flow of information, and linking free flow of information to fundamental human freedoms.

Western delegations also failed to gain acceptance of studies on jamming and on press freedom in countries where the media are under government control.

However, they were able to blunt, but not stop, Soviet moves for international acceptance of a proposed "new world information order," which would impose international standards and restrictions on the press. The Fourth Commission indicated that UNESCO's communications policy is an evolving process, not a binding declaration, by substituting the words "charged with exploring" the NWIO proposal for "striving to bring about this order."

Particularly troublesome to Western nations is the prospect of continued UNESCO efforts to regulate journalists. Still on the agenda for UNESCO's future consideration are studies of journalists' codes of conduct and on ways to ensure their safety. In the past, efforts to "protect" journalists, particularly through the issuance of press cards, have been seen by Western nations as a form of state "licensing," which they oppose.

Western nations are also concerned that key phrases in UNESCO's communications policies could be interpreted as sanctioning increased state control over the press.

In addition to "protection" of journalists, UNESCO "code words" now include the "right to communicate," specific "working conditions" of journalists, and "participation" of non-media groups in media management, according to the WPFC's Bullen.

Policies worked out by the Fourth Commission at the Nov. 14-15 meetings on "Communication in the Service of Man" were scheduled to be on the agenda for UNESCO's plenary session Nov. 23.

Also undecided at press time was the fate of a resolution being considered by another UNESCO commission that would establish codes of conduct for transnational organizations, which could include the media. □

common possession of all."

The communications debate still left room for skepticism and reservations, along with the cautious optimism. Skepticism is rooted in recent history. UNESCO's almost 10 years of involvement in communications policy has shown that concepts like "freedom" and "all voices" are subject to sharply differing interpretations.

The prevailing interpretation in the organization's programs has appeared to Western eyes to put too much stress on strengthening governments' voices and too little on encouraging expression free of government controls.

After the Norwegian who heads the two-year-old International Program for the Development of Communication criticized "some rich nations" for their lack of financial support, Dana Bullen of the World Press Freedom Committee noted privately that only one of the IPDC's first 50 projects has been non-governmental.

Criticism and response illustrate the combination of economic reality and conflicting values that seems likely to make UNESCO's communications program the source of continuing strife, even without East-West polemics.

The reality is that the industrialized West dominates world communications—in news, entertainment and technology. Much of the rest of the world dislikes and fears that domination but possesses neither the money nor the expertise to compete. The Western devotion to individual liberties is also in short supply in the majority of UNESCO member states.

In the conference debate, the delegate of Uganda said that his nation now boasts 18 independently published newspapers and magazines, but it has only two ancient presses and not enough newsprint to go around. The delegate of Trinidad and Tobago said her country is in danger of losing its "cultural identity" in the flood of television programs from the U.S. satellite in whose "footprint" those Caribbean islands lie. The Kingdom of Bhutan, its delegate said, has just one radio station, a weekly official newspaper and a quarterly magazine—all government-owned.

All three delegates, like most of the 82 speakers, urged better financing for UNESCO's program. Sixty percent of the $28.8-million communications budget is allocated to the providing of equipment and the training of personnel. Nobody suggested that this amount will meet demand.

Although this conference avoided most of the controversy of the past, it left unresolved the underlying problems. It wasn't clear in Paris whether such problems can be solved.

New Turkish press law

Turkey has passed a new press law imposing long prison sentences and heavy fines on writers and editors whose articles are deemed a threat to national security or public morality. Under the law, publishers in violation could have their publications closed and presses confiscated. The law was passed Nov. 10 by the country's military-controlled National Security Council. □

Special security precautions taken at IAPA meeting in Lima

A "rising tide of political violence" presents a "depressing and sometimes alarming story of a free press under attack from all directions," the Inter American Press Association has reported.

"Governments continue to close and harass newspapers, censor news, imprison journalists and conspire to restrict the flow of news," said the final report of the 1983 annual meeting in Lima, Peru, attended by more than 300 publishers, editors and news executives from 29 countries.

Extraordinary safety precautions set the tone of the four-day meeting, which began Oct. 24—the day after a terrorist bomb exploded two blocks from the hotel where most of the IAPA delegates stayed.

That incident, plus the group's glaring statistics showing that 20 journalists were killed in the Americas last year, made safety a prime concern. But at the same time, IAPA condemned a recent proposal by the International Press Institute to "protect" journalists on dangerous assignments by issuing international press cards [presstime, November 1983, p. 19].

A strongly worded resolution called the IPI initiative "a dangerous, ill-conceived concept that would lead to government control of who can freely exercise the profession of journalism."

In his acceptance speech as new IAPA president, Horacio Aguirre called licensing, or government registration and regulation of journalists, "one of the most serious threats against freedom of expression nowadays in the world." Aguirre is editor and publisher of Diario Las Americas, a Spanish-language newspaper published in Miami.

According to the IAPA report, only journalists belonging to government-approved professional associations called "colegios" may publish in the Dominican Republic, Costa Rica, Brazil, Colombia, Venezuela, Honduras, Ecuador, Peru and Panama.

In one well-attended panel discussion, journalists from the Associated Press, The Christian Science Monitor, The Miami Herald and the heavily censored Nicaraguan newspaper La Prensa discussed professional safety.

Practical suggestions for reporters included: Never carry a gun; know the culture, especially the language; stay away from photographers when it is not necessary to expose the writer to violent action; know the meaning of symbols, such as red or white flags; pick local helpers carefully, especially drivers; know your physical limitations, including the stamina to flee if necessary; have two cars available in case one breaks down; and keep others aware of your schedule.

During the safety panel, the mother of a photographer who, with seven writers, was killed by villagers in Uchuraccay, Peru, last January, pleaded with the group to seek death benefits for journalists' families.

Another panel featured Latin American editors who criticized U.S. editors for romanticizing the role played by guerillas, particularly in Nicaragua, and playing up sensational events, such as coups and earthquakes, instead of providing consistent coverage. The panel included editors from The New York Times, The Wall Street Journal, The Miami Herald and United Press International.

Horacio Aguirre

In addition to Aguirre, new officers elected included Edward H. Harte, publisher of the Corpus Christi (Texas) Caller-Times and a director of Harte-Hanks Communications Inc., second vice president.

U.S. journalists elected to the 20-member board of directors include: Robert Cox, The News and Courier, Charleston, S.C.; Charles L. Dancey, Peoria (Ill.) Journal-Star; Roberto Fabricio, El Miami Herald; Anthony E. Insolia, Newsday, Long Island, N.Y.; David Kraslow, Cox Newspapers/The Miami News; Ignacio E. Lozano Jr., La Opinion, Los Angeles; and James McClatchy, McClatchy Newspapers, Sacramento, Calif. □

Opposition to press-card plan reiterated

On the eve of the Nov. 28-29 executive board meeting of the International Press Institute, IPI's American Committee issued a statement reiterating its opposition to a controversial plan to use international press cards to "protect" journalists on dangerous assignments.

After a Nov. 17 meeting of the American Committee in New York City, Chairman Robert M. White II said the group had instructed Richard H. Leonard, an IPI vice president and editor of The Milwaukee Journal, to "press the traditional American position against any perception of licensing" at the IPI board meeting in Rome.

White, publisher of the Mexico (Mo.) Ledger, said the committee agreed that "nothing would please the Soviet Union more than any action that would weaken IPI."

He said the committee has only one goal in that connection—"to further strengthen IPI through a deeper understanding of what IPI stands for and the kinds of actions that can and should be taken by the elected and professional executives of IPI."

In October, the committee had decided to withhold funds for IPI's international office until the licensing issue is resolved. White said that the committee considers this position to be in accord with the principles of IPI.

The press-card proposal emerged from a September meeting of heads of six international press organizations, including IPI. The meeting was initiated by IPI Executive Director Peter Galliner [presstime, Nov. 1983, p. 19]. □

Baltimore Sun duo detained 8 days in Zaire

Two reporters for The Baltimore Sun were released in early November after an eight-day detention by security forces in Kinshasa, the capital of Zaire.

Timothy Phelps and Helen Winternitz were detained immediately after interviewing a former government official who had signed a manifesto saying Zaire should have more than one political party.

The reporters were questioned, and the film and notes they had with them were confiscated.

Following the incident, they returned to Baltimore. □

France studies ownership limit on newspapers

The French government has revealed details of a proposed law to limit the number of newspapers and periodicals any one group may publish.

Prime Minister Pierre Mauroy said the measure is designed to safeguard the "pluralism" of the press and to prevent growth of publishing empires with great political impact.

No publishing group would be allowed to own more than three nationally distributed publications dealing with politics or current affairs, and only one of the three could be a daily newspaper. No group could own both a national and a regional newspaper, and no group's regional newspapers could account for more than 15 percent of total French newspaper sales, according to Mauroy.

The Socialist Party government's plan has sparked bitter opposition from conservative opposition parties, which maintain it is aimed at breaking up the newspaper group headed by conservative Robert Hersant. Hersant's group, the largest in the country, controls one in every five newspapers in France, including Le Figaro of Paris.

The French National Press Federation and the Regional Daily Papers Association, representing most of the privately owned French press, protested what they termed an attempt "to influence the right to edit and to publish in a country where press freedom is considered a fundamental guarantee of democracy."

Restrictive legislation also has been proposed in Canada [presstime, Oct. 1983, p. 52]. □

AP sends news in China

The Associated Press has become the first foreign news agency to distribute news by teleprinter in China since the Communist takeover in 1949.

Because Chinese law prohibits direct distribution of news, AP will distribute its World Service news report to private foreign subscribers through Xinhau, the official Chinese press agency. Xinhau already distributes AP dispatches to Chinese subscribers. □

Newspaper official backs agency

Bill freezes UNESCO funds

Congress has passed a bill that imposes a one-year freeze on U.S. funding for the United Nations and four of its agencies, including UNESCO.

The bill, the final version of an authorization bill for the U.S. State Department, also contains an amendment to delay until April 15 implementation of the Reagan administration's "lifetime censorship" rules for some government employees [presstime, Nov. 1983, p. 14].

The provision on funding the five international agencies was a compromise between a House-passed bill that had no funding restriction and a bill passed by the Senate that would have cut the U.S.'s contribution to the UN and its four major agencies by an estimated $484 million over four years.

House and Senate conferees and then the full Congress finally settled on limiting 1984 funding for the five organizations, in aggregate, to that of 1983, about $353 million.

President Reagan was expected to sign the bill, which cleared Congress Nov. 18, the last day of the 1983 session.

In a related matter, ANPA's representative to the U.S. National Commission for UNESCO has cautioned that if the United States decides to restrict funding for UNESCO, or end participation in UNESCO altogether, the action should be taken "in concert with a number of other like-minded UNESCO member states."

"Unilateral action by the U.S. without the support of Western allies could severely damage efforts within UNESCO to advocate freedom of expression as a fundamental human right," warned Joseph P. Rawley, chairman of the International Relations Subcommittee of the ANPA Telecommunications Committee.

The commission is reassessing U.S. participation in UNESCO and sought input from its members.

Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, argued for continued U.S. participation, saying that was the "consensus" of a number of U.S. newspaper publishers who have participated in, or closely followed, UNESCO developments. "We feel that in order to continue strong U.S. support for the principles of free expression, freedom of the press and the international free flow of information, the U.S. should remain in UNESCO," he said. □

Legislative notes

A bill that would deny U.S. companies business tax deductions for **advertising on Canadian broadcasting stations** was approved Nov. 7 by the Senate Finance Committee.

The legislation, introduced at the request of the Reagan administration, "mirrors" a 1976 Canadian law that denies tax deductions to Canadian companies for advertising on U.S. stations. Such a law has been sought by U.S. broadcasters operating near the Canadian border as a means of convincing the Canadians to repeal their statute.

The bill was attached to a House-passed trade bill, HR 3398 [presstime, Aug. 1982, p. 16].

• • •

Senate consideration of a bill to amend the **Freedom of Information Act** was deferred until the 1984 session of Congress, apparently because of a struggle involving a key senator, David F. Durenberger (R-Minn.), over a schedule for hearings on his proposed amendment to the bill.

ANPA opposes the FOIA bill [presstime, June 1983, p. 14].

• • •

The Senate has passed a bill to exempt some **CIA files** from the Freedom of Information Act.

The bill, reported by the Senate Select Committee on Intelligence, was passed Nov. 17 on a voice vote and without debate. Press groups regard the legislation, S 1324, as an improvement over earlier versions of CIA-FOIA legislation [presstime, Nov. 1983, p. 14].

□

ANPA files *amicus* briefs in two Supreme Court cases

ANPA in late November filed friend-of-the-court briefs in two more cases before the U.S. Supreme Court, one a libel case questioning what can be published as a result of the legal discovery process and the other an appeal of a liquor advertising ban in Oklahoma.

Also, the Supreme Court has agreed to hear two more press-related cases, a libel case and an access case.

In one of the *amicus curiae* briefs, ANPA and the American Civil Liberties Union said jointly that before publishing restrictions are placed on materials obtained in the discovery process, it should be shown "at a minimum" that "the particular circumstances demonstrate an overriding interest to be served by the protective order for which there is no alternative intruding less on First Amendment interests."

Such a standard was not applied in *Rhinehart v. Seattle Times*, either in the trial court or in the Washington Supreme Court where an appeal was unsuccessful, ANPA and the ACLU said [presstime, Oct. 1983, p. 12].

The case stems from a libel suit filed by Keith Milton Rhinehart, leader of a spiritualist church, against The Seattle Times and the Walla Walla Union-Bulletin. In preparing their defense, the newspapers asked Rhinehart to produce certain financial documents in the discovery process. He refused. The newspapers then asked the trial judge to compel release of the papers. The judge did so but on condition that the materials not be published. The judge said absence of such a protective order would have "a chilling effect on a person's willingness to bring a case to court."

Both sides appealed the judge's ruling.

In the other brief, ANPA, the Magazine Publishers Association and the National Association of Broadcasters argued that Oklahoma's liquor ad ban should be struck down. They said the 10th U.S. Circuit Court of Appeals decision in *Cablecom General Inc. v. Crisp* upholding the ban for out-of-state cable TV programming oversteps bounds protected by the First Amendment.

The media brief said commercial speech rights not only are violated, but also non-commercial information—such as news and entertainment—could be stopped from reaching Oklahoma residents. "The end result cannot help but be a reduction in the amount of information, both commercial and non-commercial, available to the public," the associations said.

Of the two new press cases the high court has agreed to hear, one is an appeal by the financial reporting firm Dun & Bradstreet that could clarify a point of libel law regarding non-press libel defendants.

Dun & Bradstreet seeks to overturn a Vermont Supreme Court decision allowing punitive as well as compensatory damages in a libel suit against the company over its erroneous report that a firm had filed for bankruptcy.

Dun & Bradstreet, considering itself a private entity and not a member of the press, argues that it should not have to pay $300,000 in punitive damages as meted out in the trial court. It claims that non-press parties should enjoy the same privileges the Supreme Court afforded the press in its 1974 decision in *Gertz v. Welch*. Among other things, *Gertz* held that compensatory damages may be awarded against the press if the press acted with negligence. Punitive damages may be awarded only if a libel plaintiff proves malice on the part of the press.

The court also said it would hear an appeal of the Federal Communications Commission regarding the scope of the 1976 federal Sunshine Act. The FCC is appealing a federal court decision that it should have opened to the public and press some meetings that several commission members had with European officials during an international telecommunications conference in 1979.

ITT World Communications Inc., an international telecommunications firm, sued the FCC, arguing that the law did apply.

In other Supreme Court developments, three libel cases were argued Nov. 8. They were *Keeton V. Hustler*, *Calder v. Jones* and *Bose Corporation v. Consumers Union*. □

Target-market plan draws complaint of discrimination

A Philadelphia woman has filed a discrimination complaint against The Philadelphia Inquirer, J.C. Penney Co. Inc. and Bamburger's department store because advertising preprints of those stores are not included in copies of the Inquirer delivered to her home in North Philadelphia.

The complaint was filed by Marilyn Christmas with the Pennsylvania Human Relations Commission under a portion of the state's Human Relations Act barring discrimination in "places of public accommodation."

The Inquirer and Penney's filed a motion to dismiss the complaint.

Thomas B. Duffin, director of industrial relations at the Inquirer, said Penney's and Bamburger's do not cover all of Philadelphia with their preprints. "It's simply a matter of their doing target marketing," he explained.

Duffin said the Human Relations Commission will investigate the complaint and possibly hold a hearing.

In its motion to dismiss, the Inquirer said it is not a "place of public accommodation" and the commission therefore has no jurisdiction. The newspaper also said it has cited First Amendment protections against such a complaint. □

Student paper qualifies for Florida tax exemption

A county circuit court judge has ruled that the daily Independent Florida Alligator, a free-circulation newspaper published for students at the University of Florida, is a newspaper for sales tax purposes and qualifies for a tax exemption.

The Nov. 9 ruling invalidates a Department of Revenue assessment of about $40,000 against the paper's publisher, Campus Communications Inc. The assessment was for taxes, penalties and interest it said the company owed on payments to the paper's printer.

The state tax department had contended that the Alligator did not meet two of its criteria for a newspaper: that it have a second-class postal permit and that it have paid circulation. □

Media lawyers discuss year of wins, worries

By C. David Rambo
presstime staff writer

The media have had a heavy dose of legal problems over the past decade, and according to some of the nation's top media lawyers, the trend is far from over.

While there has been less activity in some areas, court challenges against the press still are pouring over the transom. The lawyers say cases range from uncomfortable nuisance suits to severely threatening tests of the First Amendment.

The legal climate was examined at the Practising Law Institute's 11th annual communications law seminar Nov. 17-18 in New York City. This year's event drew a record 410 lawyers, journalists and journalism educators.

Among positive developments was a report from James C. Goodale of Debevoise & Plimpton, New York City, and chairman of the program since its inception, who said a form of reporter's privilege is "somewhat well-established" in virtually every federal judicial circuit.

Not all state courts have recognized a reporter's privilege, however, Goodale noted. In fact, one of the most recent state-court decisions—in the Idaho Supreme Court—went against the press. (See story, p. 18.)

Also giving rise to some optimism was a report by John B. McCrory of Nixon, Hargrave, Devans & Doyle, Rochester, N.Y., that the past year was a good one for reducing the size of "mega-verdicts" awarded some libel plaintiffs.

And several experts noted that the media are faring well in securing access to public proceedings and documents, and that use of summary judgment to get libel suits dismissed still meets with success in a majority of cases.

But warnings of potential dangers far outnumbered the reports of good news. Negative labels were assigned these subject areas:

• *Prior restraint.* Floyd Abrams of Cahill Gordon & Reindel, New York City, said that just a couple of years ago, "I thought we could say with some confidence that (prior restraint) cases had passed, that we were through" with such challenges. "There has been a lot of murmuring from the grave this year." In fact, he said, "we've had some vampires walking in broad daylight." The problem is not that the press is losing prior restraint cases, he said, but rather that "more challenges keep coming." A current, prior restraint case is *Rhinehart v. Seattle Times*, now before the U.S. Supreme Court. (See story, p. 16.)

• *Constitutional protections, particularly in libel cases.* McCrory said a "downhill trend" includes an erosion of "absolute privilege" for opinion as established by the U.S. Supreme Court in 1974 in *Gertz v. Welch*. It also includes the "distorting and twisting" of the word "reckless" as in "reckless disregard" of whether material was false or not—established by the Supreme Court in the 1964 decision *New York Times v. Sullivan*, he said.

McCrory noted that two libel cases before the Supreme Court are prime examples of threats to First Amendment protections. One is *Keeton v. Hustler*, which could have a negative impact on national publications in terms of liability in states far from the city of publication. The second is *Bose v. Consumers Union*, which hinges on Consumer Reports magazine's describing Bose loudspeakers as emitting sound that wanders "about the room." A major question in the suit is whether the report should have said that sound wanders "along the wall." "It's hard to believe it all boils down to these three words," McCrory said.

"I thought we could say with some confidence that (prior restraint) cases had passed, that we were through" with such challenges. "There has been a lot of murmuring from the grave this year." In fact, "we've had some vampires walking in broad daylight."

Floyd Abrams
Cahill Gordon & Reindel,
New York City

• *Commercial speech.* P. Cameron DeVore of Davis, Wright, Todd, Riese & Jones, Seattle, said there has been a "hodgepodge" of analysis in the courts. One case before the Supreme Court, *Cablecom General Inc. v. Crisp*, raises the question of whether "society's needs to control the alcohol problem are great enough to curb speech," DeVore said.

• *Antitrust.* Conrad M. Shumadine, Wilcox, Savage, Dickson, Hollis & Eley, Norfolk, Va., urged newspapers to "use caution or be clobbered" by possible antitrust action when responding to the challenges posed by direct-mail competition. He said more lawsuits against newspapers are likely as newspapers respond to this relatively new form of strong competition.

One of the most-watched cases of this ilk is in Newport News, Va., where The Daily Press was sued by the publisher of a shopper publication. Trial in the case started Nov. 14 in U.S. District Court, Newport News. It continued at press time.

Some areas of media law yield mixed views. One is copyright, in which a major decision was handed down during the PLI seminar. The 2nd U.S. Circuit Court of Appeals in New York said The Nation magazine did not violate copyright laws by carrying a story based mainly on a to-be-published book by former President Gerald R. Ford.

Some lawyers, including Abrams, who represented The Nation, said the decision is important in assuring that copyright laws will not be used to impede the flow of news. Others, such as Stanley Rothenberg of Moses & Singer, New York City, said the case "could present problems for syndicators of newspaper material."

Discussion on these and other issues at the seminar is designed to help lawyers better serve their media clients.

Some attorneys outside the formal sessions said one way lawyers can help is by holding legal workshops for editors and reporters.

But familiarity with the issues may not be enough. Bruce W. Sanford, Baker & Hostetler, Washington, D.C., and general counsel of the Society of Professional Journalists, Sigma Delta Chi, told presstime that editors and reporters are "awfully naive" about the "plain, simple facts of what happens in litigation." □

Court briefs

The full 5th U.S. Circuit Court of Appeals has **upheld Mississippi's ban on liquor advertising**, saying that the harmful effects of alcohol consumption more than outweigh any First Amendment considerations.

The court, reversing an earlier decision by one judge of the circuit, said, "If there is any instance where a state can escape First Amendment constraint while prohibiting truthful advertising promoting lawful sales, it would be where the product being sold is intoxicating liquor."

A group of media-related companies, including newspapers, challenged the ad ban in two separate cases. Those cases resulted in conflicting decisions by the U.S. district courts for the Northern and the Southern Districts of Mississippi [presstime, June 1983, p. 12].

The U.S. Supreme Court recently decided to hear a similar case involving a liquor ad ban in Oklahoma. (See story, p. 16.)

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A reporter for the Daily Record in Morristown, N.J., has appealed her conviction of **impersonating a public official** in order to obtain information for a story.

A Kenilworth, N.J., Municipal Court judge found Carla Cantor guilty of charges that she claimed to be "from the morgue" in order to get an interview with the mother of a 24-year-old dancer who was killed.

Cantor denied the charge.

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A U.S. District Court jury awarded $158,000 in damages to the publisher of a semi-weekly newspaper in southern Virginia after finding that two competing newspaper companies violated antitrust law by **conspiring to monopolize the market.**

The jury said Mecklenburg News Inc., publisher of the semi-weekly News Progress, and Halifax Gazette Publishing Inc., publisher of the tri-weekly Gazette-Virginian, illegally conspired to harm Sun Publishing Co. of Clarksville, publisher of the Monday and Thursday Mecklenburg Sun and a Wednesday shopper.

An attorney for Mecklenburg News and Halifax Gazette said he would file "appropriate post-trial motions." Officials of all three companies refused to comment on the case.

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A U.S. District Court judge said the Providence (R.I.) Journal Co. must pay $3 in damages plus attorney fees and court costs to the defunct Home Placement Service Inc. that had prevailed in an **antitrust suit** against Providence's two daily newspapers because they would not run a Home Placement Service ad.

The 1st U.S. Circuit Court of Appeals had ruled in *Home Placement Service v. Providence Journal Co.* that the newspapers were wrong in not accepting advertising that offered, for a fee, a list of rental properties. The Supreme Court let the decision stand [presstime, April 1983, p. 12]. The case was returned to the District Court for a decision on damages and injunctive relief. The latter had not been settled by late November.

Judge Bruce M. Selya said he awarded nominal damages of $1—tripled to $3 according to antitrust law—because Home Placement Service failed to show just how much it had been damaged by the newspapers' refusal to publish the ad.

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The Idaho Supreme Court ruled that a **reporter has no privilege** against giving material and testimony in a court proceeding to determine the location of a child involved in a custody dispute.

The court upheld a contempt citation against Ellen Marks of The Idaho Statesman, who refused to testify about an interview she had with the child's mother; the interview may have led authorities to the child. The father had legal custody.

Wanted: court decisions

W. Terry Maguire, ANPA vice president/general counsel, requests that newspapers send to him copies of all court decisions affecting them.

Purpose of the request is to help ANPA monitor legal trends in the newspaper business and to help arrange for publication of decisions in Media Law Reporter, a weekly publication of the Bureau of National Affairs.

Maguire's address is The Newspaper Center, Box 17407, Dulles International Airport, Wash., D.C. 20041.

The court said that in this case, "the compelling state interests—the sanctity of the writ of habeas corpus and the safety of the child—outweigh any public interest in an unfettered press."

Marks, now a reporter with United Press International in Boise, spent seven hours in jail and was fined $36,000 for refusing to testify in September 1980 [presstime, March 1981, p. 18].

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Judge Willard L. Walker of the Richmond Circuit Court said there is "no way" he will let stand a **$1.045-million libel award** a high school teacher won from the Richmond (Va.) Times-Dispatch. Walker said the high amount "bears no reasonable relationship to reality at all." However, by late November the judge had not decided whether to sustain the verdict and reduce the award, or throw out the judgment altogether [presstime, Oct. 1983, p. 13].

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Charles "Bebe" Rebozo and The Washington Post have **settled a $10-million libel suit** Rebozo filed against the newspaper. He had sued the paper for a story headlined, "Bebe Rebozo Said To Cash Stolen Stock."

Under terms of the settlement, both the Post and Rebozo will make contributions to the Boys Clubs of America.

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The 2nd U.S. Circuit Court of Appeals **upheld dismissal of a libel suit** against ABC, saying that the media are protected from suits when accurately reporting newsworthy accusations, even if those accusations involved secret grand-jury proceedings.

Former ABC television executive George C. Reeves sued ABC News for a report concerning allegations that actor Robert Wagner and his late wife, actress Natalie Wood, were defrauded of profits from an investment in the television series "Charlie's Angels." Reeves said he was defamed by the report and that the report was inaccurate.

A federal District Court dismissed the suit. Reeves appealed, saying California libel law does not extend to secret grand-jury proceedings. The appeals court upheld the lower court action. □

Rate proposal effects mixed for 2nd-, 3rd-class

Many weekly and small daily newspapers could wind up paying substantially higher second-class postage bills under a rate increase package the U.S. Postal Service proposed to the independent Postal Rate Commission.

In addition, the package would raise third-class bulk rates for relatively light pieces of mail, including "piggybacked" advertising circulars known as "marriage mail." But it would result in lower costs for bulk pieces weighing more than eight ounces.

The proposed rate package, which also would raise the price of a first-class stamp to 23 cents, was submitted to the commission Nov. 10. The commission has 10 months in which to act on the proposal.

ANPA is still studying the implications of the proposed rate changes. However, W. Terry Maguire, ANPA vice president and general counsel, said, "The risks in this case are far greater than the potential gains."

In the second-class category, newspapers that use primarily in-county, second-class mail—mainly weeklies and small dailies—could be hard hit, particularly if Congress eliminates postal subsidies known as "revenue foregone." It is not known how Congress will act. (See story, p. 20.)

The per-pound rate for mail sent to subscribers within the county of publication would go up 71 percent, from 4.1 cents per pound to 7 cents, if subsidies are lost. The rate would go up 32 percent, from 4.1 to 5.4 cents, under current levels of funding.

The per-piece charge, which is levied on top of the per-pound fee, would increase 60 percent if there are no subsidies, or would not change with current funding. However, the per-piece rate for mailings that are presorted to the carrier route would go down 5 percent with no funding, from 2.1 cents to 2 cents, or 10 percent with current funding, from 2.1 to 1.9 cents.

Newspapers that use mainly "regular rate," out-of-county mail would get a break on per-pound rates, with decreases ranging from 6.4 percent to 27.9 percent, depending on how far the papers are mailed.

But per-piece costs for out-of-county mail generally would increase. So-called "limited circulation" publications—those mailing fewer than 5,000 copies outside the county of publication—would pay as much as 47 percent more for each piece, up to a ceiling of 7.5 cents. That is assuming loss of postal funding. Under current funding there could be a 57-percent decrease.

Publications mailing 5,000 or more copies outside the county of publication would pay up to 52.8 percent more per piece, to a ceiling of 10.7 cents.

The rate package offers carrier-rate discounts for out-of-county publications as it does for in-county mailings.

Also in second-class for out-of-county mailings, USPS is proposing a discount for copies taken to postal facilities close to where the mail is to be delivered.

In the third-class bulk category, which is used heavily by Advo-System Inc. and other direct-mail firms for marriage mail, the minimum per-piece, carrier-route presort rate would increase 28.3 percent from 7.4 to 9.5 cents—the equivalent of $95 per thousand. The weight break—the highest weight at which individual pieces can take advantage of the lowest rates—would increase from 3.91 ounces to 4 ounces.

The higher cost for marriage mail at the low end of the third-class weight spectrum would translate into a less attractive cost-per-thousand for advertisers.

But under the new proposal, the cost for an eight-ounce marriage-mail piece would be roughly the same as existing rates. Pieces weighing from eight to 16 ounces, the maximum allowable weight in this category, actually would enjoy a savings with the proposed rates. (See graph.)

To date, most marriage-mail packages have weighed four ounces or less, Maguire said. Adoption of the proposed rates could spur mailings of heavier advertising packages, he added.

Maguire also said that newspapers should use caution if planning budgets based on the new USPS proposal. Not only are there uncertainties in postal funding, but the Postal Service and Rate Commission often do not agree on new rates without considerable debate and some compromise. ANPA will be an intervenor in the rate case. □

Second-class rates

In-county

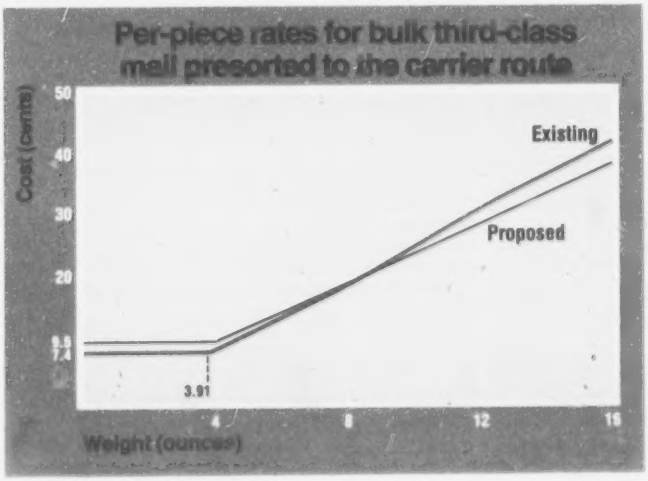
	Existing (cents)	Proposed (cents), existing appropriation	Proposed (cents), no appropriation
Per pound	4.1	5.4	7.0
Per piece	2.6	3.0	3.8
with carrier-route presort	2.1	1.9	2.0

Outside the county

(regular rate)

Per pound			
Non-advertising portion	12.8	12.0	12.0
Advertising portion[2]	17.1-38.3	16.0-27.6	16.0-27.6
Per piece			
Fewer than 5,000 copies outside the county of publication[4]	3.0-5.1	1.3-5.8	3.0-7.5
5,000 or more copies outside the county of publication[4]	4.4-7.0	6.2-10.7	6.2-10.7

1—Assuming existing level of congressional funding
2—Assuming an end to postal appropriations from Congress
3—Varies according to postal destination zone
4—Varies according to level of presort



Alberto Pacheco

USPS says protest of 3rd-class labels should be dismissed

The U.S. Postal Service said ANPA's complaint against the use of detached mailing labels for third-class "marriage mail" packages is "unjustified." The Postal Rate Commission should dismiss the complaint without scheduling hearings, USPS added.

The Association in late November was preparing comments to counter the Postal Service's Nov. 16 brief.

In that document, USPS offered background on why it changed postal rules in March 1980 to allow the detached labels. The move was part of an effort to "increase efficiency," USPS said, and to bring marriage-mail "flats" into conformance with the "longstanding use" of detached labels for third-class merchandise samples and fourth-class bulk mailings.

The Postal Service did not address specific ANPA complaints to the rate commission: that the labels—delivered separately from the marriage mail pieces—violate the law; that they do not bear their fair share of fixed Postal Service costs; and that therefore they impose a financial burden on other classes of mail [presstime, Nov. 1983, p. 18].

The Third Class Mail Association also is opposing ANPA's complaint. □

Congress OKs funds; rates to hold steady

Rates for mailing newspapers within the county of publication and for mailing less than 5,000 copies outside the county will go up little if at all in the rest of fiscal year 1984, experts say.

That's because Congress agreed Nov. 12 to continue through next Sept. 30 the 1983 funding level for "revenue foregone"—the subsidy for in-county and limited circulation deliveries—at about $879 million. President Reagan later signed the measure.

The Senate Appropriations Committee had recommended $802 million in this category, which would have caused a rate increase [presstime, Nov. 1983, p. 16]. But House and Senate conferees later agreed on the higher, House-passed figure. □

Legal challenges expected

OSHA unveils 'hazard' rules

The Occupational Safety and Health Administration disclosed Nov. 22 new rules requiring manufacturers to label certain hazardous substances used by workers.

The "hazard communication" rules are generally supported by industry because there are now at least 18 states that have enacted "right-to-know" laws, and a single federal regulation is preferred. A number of municipalities and counties also have passed legislation dealing with employee exposure to toxic substances in the work place.

Organized labor, however, has generally opposed the rules because unions and environmental groups have campaigned successfully for the state laws. Some state laws are more stringent than the OSHA standard.

Court challenges to the new rules—which were to be published in the Nov. 25 Federal Register—are expected because such issues as individual companies' trade secrets and whether the OSHA rules preempt existing state laws are involved.

An OSHA spokesman said manufacturers have until Nov. 25, 1985, to be in compliance with the standard.

OSHA head Thorne G. Auchter discussed the rules at a recent meeting of the ANPA Government Affairs Committee [presstime, Nov. 1983, p. 15]. □

Regulatory notes

ANPA and two other newspaper organizations have protested a proposal to increase exemptions to the **Government in the Sunshine Act,** the federal open-meetings law.

The proposal of a committee of the Administrative Conference of the United States recommends that the conference, an independent federal agency, urge Congress to amend the act to add exemptions for federal agencies' meetings on budget matters, legislative programs and positions, and prospective rulemaking initiatives.

"These are precisely the types of meetings which the Sunshine Act sought to open," argued ANPA, the American Society of Newspaper Editors and the National Newspaper Association.

The committee Nov. 7 decided to continue consideration of the proposal but not to bring it before the conference's semiannual plenary session in December.

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President Reagan's **nomination of Terry Calvani** to the Federal Trade Commission, was confirmed Nov. 15 by the Senate. Calvani, a Republican and a professor at Vanderbilt University School of Law specializing in antitrust law, will fill the seat vacated by former Commissioner David A. Clanton.

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Another Reagan nomination, that of Dennis R. Patrick to fill the unexpired term of former Federal Communications Commissioner Anne P. Jones, was not acted upon before the Senate adjourned for the year Nov. 18. The nomination will have to be resubmitted after the Senate reconvenes Jan. 23. Patrick, also a Republican, is associate director of the Office of Presidential Personnel. He was nominated Oct. 18.

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A proposal to **test black newsprint inks** in an effort to determine if any carcinogenic effects can be found in them has received approval from the first of two review panels.

The nomination of the inks and their components for testing in the National Toxicology Program was made by the National Institute for Occupational Safety and Health [presstime, July 1983, p. 28].

The NTP's Chemical Evaluation Committee recommended Nov. 8 that the nomination be accepted. The committee consists of representatives of nine federal agencies.

A second review of the nomination will be made by the NTP Board of Scientific Counselors, a group of eight non-governmental scientists. The final decision on whether to fund the tests will be made by the NTP Executive Committee. □

L.A. dailies ponder challenge to new media tax

Daily newspapers in Los Angeles in late November were undecided whether to seek court action to overturn a new media tax imposed by the City Council that could net the city $1.2 million a year.

But the newspapers have no indecision on one point—the tax, they say, is discriminatory and therefore unconstitutional.

The tax could cost the Los Angeles Times an estimated $532,000 a year, the Herald Examiner $97,000 and the Daily News $29,000, according to Thomas R. Sisson, a chief administrative analyst for the city administrative officer.

While the newspapers are not saying what action they might take against the tax, Michael B. Dorais, general manager and general counsel of the California Newspaper Publishers Association, issued a statement saying he "believe(s) it is a foregone conclusion that local publishers will challenge the ordinance."

H. Randall Stoke, an attorney representing the Southern California Broadcasters' Association, said he has advised his client to "institute legal action."

News organizations argue that the tax is discriminatory and unconstitutional because it does not include motion picture producers, who also are part of an industry protected by the First Amendment.

"The Los Angeles Times is willing to pay a valid tax that is fair and equitable," said Robert C. Lobdell, Times vice president and general counsel. However, he said this particular tax "clearly discriminates against newspapers and broadcasters, and is unconstitutional."

Zev Yaroslavsky, chairman of the council's finance and revenue committee, who supports the bill, disagrees.

"What was discriminatory was the prior situation where a segment of the business community was not paying," he said, referring to the fact that this bill actually repeals a business-tax exemption for the media that has been in effect since 1949.

The new tax on newspapers and broadcasters will be based on gross receipts, as it is for most other businesses in Los Angeles. The media are to pay $1.25 per $1,000 of gross receipts—the second lowest rate in the city.

The council approved the tax Nov. 16 by an 11-3 vote; a similar tax was defeated last year, 8-7 [presstime, Jan. 1983, p. 17]. □

Smoking rules approved in two cities

San Franciscans, by a wisp of a margin, have voted to restrict smoking in office work places. But if the decision was close, the actions it triggers will be much more definitive.

Employers in San Francisco have until March 1 to draft a smoking policy accommodating the preferences of both smokers and non-smokers. On Nov. 21 the Board of Supervisors certified the results of the Nov. 8 referendum, in which the tally was 80,740 in favor of the restriction, 79,481 against. The ordinance became effective Dec. 1.

If non-smokers are dissatisfied with their employer's arrangement and want smoking banned, employers must honor their wishes or face fines of up to $500 a day.

Elizabeth A. (Betty) Cutter, personnel manager of the San Francisco Newspaper Agency—the company that handles non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—said the company is drafting a policy.

The San Francisco ordinance is similar to one that went into effect Nov. 3 in Palo Alto, Calif. The ordinance there, which was approved in a vote of the city council rather than in a referendum, prohibits smoking in all meeting and conference rooms, requires that two-thirds of cafeteria space be designated a no-smoking area, and stipulates that in every controversy between smokers and non-smokers the rights of non-smokers will prevail.

"Two and a half years ago we divided our cafeteria in half for smokers and non-smokers," noted Dennis L. Kennelly, director of employee relations for the Peninsula Times Tribune in Palo Alto. "Now we will have to do some rearranging."

Kennelly said that by the end of January, all employers must have a written non-smoking policy defining each employee's work area. "This mean that if an employee's work station encompasses 10 or 15 feet, the employee can put up a sign banning smoking in that area," Kennelly said. He and other employer representatives were to meet in late November with the city attorney to discuss how the law will be enforced.

Some newspapers have voluntarily taken steps to mitigate the effects of smoking in offices [presstime, July 1982, p. 59]. □

Illinois adopts FOI act

The Illinois Senate Nov. 2 agreed with Gov. James R. Thompson's changes in an FOI bill that had been passed by the legislature [presstime, Nov. 1983, p. 15]. That hurdle having been cleared, Illinois had its first Freedom of Information Act. □

Ohio proposal sets standards for VDTs

A bill has been introduced in the Ohio General Assembly to provide "minimum" health and safety standards for the operation of video display terminals.

The bill would require employers to:

- Provide operators with adjustable chairs and tables
- Eliminate glare from windows by drapes or blinds of a type specified by the state's Department of industrial Relations
- Reduce noise in the work place
- Provide free eye examinations and eyeglasses if needed
- Offer alternate employment to pregnant operators and not reduce their pay because of a transfer from VDT work.

Employers also would be prohibited from using a VDT to monitor the productivity of an operator.

The bill states that employers "may" authorize "if feasible" 15-minute work breaks for each hour of continuous VDT work "provided the operator is willing to perform other comparable work" during the 15-minute period.

The legislation was introduced at the urging of Local 925 of the Service Employees International Union.

Maine and Connecticut have passed bills creating VDT safety study commissions [presstime, July 1983, p. 27]. □

All eyes are on Viewtron screen test

By Margaret Genovese
presstime staff writer

If the countdown was closely watched, the actual orbiting is going to be even more so. That much was made clear in the first month following the launch of Viewtron, the telephone-based videotex service of Knight-Ridder Newspapers Inc.

After more than six years of research and development, Viewtron began commercial operation Oct. 30 in South Florida [presstime, Nov. 1983, p. 35].

It is the first U.S. commercial videotex service with full color and graphics aimed at the consumer market. And by the end of next year, Knight-Ridder will have invested $29 million in it.

Whether the project will stay aloft or tumble to the ground for lack of profitability is the major question being asked by those monitoring the service.

"There isn't anybody who isn't looking at it," said ANPA Director/Telecommunications Affairs Kathleen Criner. "In the minds of many people, if this doesn't work, there may not be a market for these kinds of services."

However, Criner cautioned against jumping to conclusions in a few weeks or even a year about the feasibility of videotex technology, which is basically a two-way electronic exchange of text and/or graphic information using telephone lines or cable television as the conduit.

So far, there is little information on which even to speculate.

Viewdata Corp. of America Inc., the Knight-Ridder subsidiary that operates the service, has not released the number of subscribers signed up in the first weeks of operation and won't even provide that information to Viewtron advertisers for at least six months, according to Morton Goldstrom III, marketing director. The company's goal is 5,000 subscribers in the first year.

Nor is usage data being released publicly. According to Viewdata spokeswoman Mary C. Bulterman, there are two reasons for this:

First, Viewdata does not want to give the information to potential competitors. Two are poised on the launch pad: Times Mirror Co., scheduled to begin its Gateway videotex service in Orange County, Calif., in mid-1984; and KEYCOM Electronic Publishing, a joint venture of Field Enterprises Inc., Centel Corp. and Honeywell Inc., scheduled to begin its KEYFAX Interactive Information Service in Chicago April 15.

Sean and Heather Markham, children of Miami Herald writer Wayne S. Markham, push Viewtron buttons as the nation's first full videotex service begins in the Sunshine State.

Second, Viewdata has agreements with six other newspaper companies to provide research data and training for the launch of Viewtron in 12 markets where those companies publish newspapers.

Because they will have the information, whether those companies start to move on their own Viewtron projects will be a "good tip-off" as to whether things are falling into place for Viewtron, says media analyst J. Kendrick Noble, first vice president of Paine Webber Mitchell Hutchins Inc. "At the moment, I am betting that that, in fact, takes place," he said.

Plans also call for Viewtron to be offered in five other markets where Knight-Ridder owns newspapers, a situation parallel to South Florida where the company publishes The Miami Herald. Bulterman said the roll-out in those other locations will not begin until after the first year of operation in South Florida.

Consumer information. In order to subscribe to Viewtron, consumers need a Sceptre terminal manufactured by AT&T. Currently, Sceptre is the only device that can be used to call up Viewtron information, although Viewdata has sold "calibration packages" to about 20 companies that enable them to determine whether their terminals might be able to receive Viewtron.

Consumers install the units themselves. The terminal hardware consists of a 13-by-11-inch control unit, which attaches to the home television set and to the telephone line, plus a cordless, hand-held keypad.

The fact that Viewtron is a telephone-based system means that anyone with a telephone, a television and a Sceptre terminal can subscribe to the service.

Viewtron instructions and a subscriber identification number and password come with the terminal.

A free, one-month subscription also is provided.

To start the Viewtron viewing process, a consumer—using the keypad with its typewriter-like keyboard—enters the company-provided ID number and password and the proper billing information. Viewtron's subs-

cription fee is $12 a month, and Southern Bell charges an additional fee of about $1 an hour for using the telephone line for Viewtron.

At launch, Viewtron's data base contained about 75,000 frames of information in 14 categories: news, sports, money, education, games, shopping, messages, health, food and dining, entertainment, home and family, travel, classifieds and reference. A bank-at-home service will be added in mid-January.

AT&T and Viewdata were partners in a 1980-81 field test of Viewtron in Coral Gables, Fla., and now they are jointly marketing the service throughout South Florida. Viewdata alone is spending $1.5 million on advertising and marketing.

Advertising includes newspaper and TV ads and point-of-purchase displays in retail stores where Sceptre terminals are available.

Direct mail also is being used to reach Viewtron's target audience—persons 25 to 49 years of age who earn more than $35,000 a year. The ads invite people to seminars held in Sceptre-stocked stores; about 70 such seminars are expected to be conducted in South Florida by the end of this year.

Currently, 31 stores sell the terminals—AT&T Phone Centers, VideoConcepts outlets, ComputerLand outlets and Burdines department stores.

Margaret A. Cathcart, staff manager for AT&T consumer products, said Sceptre sales were "going well," but company policy prohibited disclosure of specific figures.

The Sceptre terminal can also be used to gain access to three other electronic information services, Cathcart said. They are the Dow Jones News/Retrieval service, CompuServe and The Source. It also will be used for Times Mirror's Gateway service.

The terminal, which regularly costs $900, is being sold in South Florida at a special price of $600.

David J. Shay, director of merchandise for a major Burdines store in a South Miami shopping mall, said he is "very pleased" with customer response, which he termed "overwhelming."

In the first three weeks after Viewtron's launch, "more than 100" Sceptre terminals were sold in his store, Shay said, exceeding his company's projections. "We think it will be a great Christmas item."

Once subscribers are signed onto the Viewtron service, retaining them is being given a high priority, according to spokeswoman Bulterman. Among the Viewtron staff of about 180 is a "fairly large" customer service staff.

Bulterman said these employees are trying to avoid the kind of "horror stories" associated with some cable TV services. Viewtron's customer-service phone lines are staffed from 9 a.m. to midnight, seven days a week, to answer any question a Viewtron subscriber may have.

Subscribers also can request assistance via Viewtron's "electronic mail," sending-and-receiving capability.

Going after advertising. Other Viewtron staffers are involved in editing, designing the frames of information, marketing and advertising sales.

Viewtron has four-person advertising sales offices in New York and Chicago.

The service has 150 advertisers either already on the service or in the process of being put on, Bulterman reported. Subscribers can use Viewtron to order merchandise from about two-thirds of them.

One major advertiser that participated in the 14-month Coral Gables test but is not currently using the new medium is Sears. "It's possible that we could be involved at some later date," said Ronald L. Ramseyer, Sears' national catalog advertising manager. "It's kind of an expensive thing to do for such a small sample."

Viewtron charges $1 per frame of information per week to keep advertising in its data base, plus additional charges for frame production and input [presstime, March 1983, p. 21].

The electronic orders reach advertisers in two different ways. In the case of J.C. Penney, for instance, there is an electronic "gateway" arrangement that links Viewtron computers to computers located at Penney offices in Atlanta. In the other instance, such as with Burdines department stores, orders are transmitted to a Viewtron terminal in the store.

How has business been for Viewtron advertisers in the early going? "Actually pretty good, considering it's only been live on the market three or four weeks," reported Kim Hunter, state coordinator for Select-a-Seat, a company that sells tickets for concerts, sporting events and theatrical productions throughout South Florida.

She said 25 to 30 orders had been placed through Viewtron, with tickets-per-order ranging from two to six.

Harry Milsen, whose Miami Beach florist shop is one of several on the service, said he got about a half-dozen orders through Viewtron in the first three weeks of operation. □

House acts to block telephone access fees

The House of Representatives Nov. 10 passed telecommunications legislation that would block new telephone fees the Federal Communications Commission wants to impose as part of the AT&T divestiture Jan. 1.

Among those fees are a $2-monthly charge for residential phones and a $6-monthly charge for business phones for access to long-distance service.

ANPA in late November was analyzing the bill, HR 4102, especially for its provisions that would impose additional fees on the use of technology to save money by bypassing local phone networks. Such "bypass" fees might be imposed on such systems as microwave links newspapers have with satellite printing plants [presstime, Nov. 1983, p. 37].

In a related development, ANPA in late November filed comments with the FCC in support of major wire services that have objected to proposed tariffs filed by local operating companies. The new rates would result in substantially higher bills for the wires.

ANPA also filed comments objecting to a contention by one of the Bell operating companies that the local company should be allowed to provide any kind of public-service announcement.

Bell Atlantic made the statement in response to a decision by Judge Harold H. Greene of the U.S. District Court for the District of Columbia. Greene said that under the 1983 consent decree setting forth terms for the divestiture, local operating companies may be able to provide time and weather services. The consent decree does not specifically address that point.

Bell Atlantic said it would like to provide time and weather but claimed it also should be allowed to provide other forms of announcements.

Cable TV start-ups show decline since peak in 1982

Newspapers' recent rush into cable TV programming may have peaked in 1982, according to a survey of daily newspapers in the United States and Canada involved in cable television. The survey was conducted by ANPA and the Newspaper Advertising Bureau.

Of 68 newspapers that responded that they currently are engaged in cable TV programming, one started in 1978, five in 1979, 10 in 1980, 13 in 1981 and 31 in 1982. However, in July 1983, when the survey was taken, only eight reported starting operations this year.

ANPA Director/Telecommunications Affairs Kathleen Criner suggested three reasons for the apparent decline in start-ups.

First, newspapers may have re-examined their options and selected other technologies such as videotex or so-called "public access videotex" where terminals are placed in shopping malls and hotels.

Second, newspapers may not see a business opportunity in cable programming because "there aren't any really overwhelming success stories."

And, third, newspapers that want to be cable programmers may not be able to work out an arrangement with cable system operators.

The survey found that 11 newspapers said their cable services are currently profitable. Criner said although this number is small, she views it as a positive finding. She added that prior to the completion of the survey she had "no verification that any of them were profitable."

The survey was conducted of the 158 U.S. and Canadian dailies that said, in response to an earlier survey, that they were participating in or planning cable operations [presstime, April 1983, p. 16]. Only three newspapers known to be actively programming cable did not respond. The two survey-sponsoring organizations will issue a final report on their findings.

Forty-five newspapers said that in five years they expect to be conducting a profitable cable venture; 15 said they expect to upgrade their service to a videotex operation; and 20 said they expect to upgrade to teletext. □

Telecommunications notes

Skyband Inc., controlled by publisher Rupert Murdoch, announced that it will delay beginning its direct broadcast satellite service until 1985. Originally, the service was to have begun this fall.

Among the reasons given for the postponement was a desire to use a new, more powerful type of satellite so that receiving dishes could be smaller [presstime, Oct. 1983, p. 23].

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The **first U.S. DBS service** began Nov. 15. The United Satellite Communications Inc. system initially is delivering five channels of programming to the Indianapolis area. It uses an existing satellite.

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The Federal Communications Commission Nov. 8 said that the federal government, not states and localities, have regulatory authority over **satellite master antenna systems**. Typically, these systems deliver programming via satellite to receiving dishes on top of apartment buildings. The signal is then carried by cable to the individual dwelling units.

In another ruling, the FCC said states and localities cannot regulate rates for pay TV services on cable television. They may, however, regulate rates for basic service.

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The House Telecommunications Subcommittee Nov. 16 approved and sent to the full Energy and Commerce Committee a **cable-TV regulatory bill.** Four provisions that ANPA committees said they opposed in the bill as introduced by Subcommittee Chairman Timothy D. Wirth (D-Colo.) remained in the legislation [presstime, Nov. 1983, p. 15]. These provisions would prohibit newspapers from owning cable systems in the same community, allow government ownership of cable systems, require cable system operators to provide leased access to some cable channels and restrict the collection and use of cable subscriber information.

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Three California newspaper companies have announced plans to launch an **agribusiness videotex service** in late 1984.

"Grassroots California" will be operated as a joint venture by Videotex America, an affiliate of The Times Mirror Co., parent of the Los Angeles Times; McClatchy Newspapers, publishers of the Bee newspapers in Sacramento, Fresno and Modesto; and TBC Inc., publisher of The Bakersfield Californian.

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Harris Enterprises Inc. has expanded its telephone-based, videotex service. Now called **"Harris Electronic News,"** the service started in July 1982 as "Agritext," a Hutchinson, Kan.-based service aimed primarily at a farmer and agribusiness market [presstime, July 1982, p. 28].

It recently established a second office in the Kansas City, Mo., suburb of Olathe, Kan., and has increased its data base to include additional business news and financial information, and, for Kansas City subscribers, news and information about that area.

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Knight-Ridder Newspapers Inc. plans to purchase a 50-percent interest in **mobile telephone systems** in 15 cities. The FCC has approved Knight-Ridder's agreement to acquire half of TelAir Network Miami, and requests for acquisitions in the other 14 cities are pending before the commission.

TelAir operates so-called "specialized mobile radio" services that provide direct-dial telephone service for cars and boats in the 15 cities. SMR is similar in function to the new cellular radio service, but the two services use different technologies and frequencies.

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Time Inc. ended its **experimental teletext project** and decided not to launch a commercial service. Time had been experimenting with teletext over cable TV systems in Orlando, Fla., and San Diego [presstime, Oct. 1983, p. 23].

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A Warner Communications Inc. spokesman had "no comment" on a story published in The Washington Post that said the company is planning a "home information and entertainment project that would for the first time offer consumers **full two-way video services.**" □

Initial Grenada reaction misleading

Public backed blackout? Polls inconclusive

By Neil D. Swan and C. David Rambo
presstime staff writers

After initial reports showed the public siding with the Reagan administration—and against the media—over government control of news of the Grenada invasion, it appears that a respectable percentage of Americans do share the concerns of those in the press about First Amendment rights.

"The media critics jumped on the issue right away. They loudly praised the President and the victory and got in their licks at the media on talk shows and elsewhere," said Floyd Abrams, a New York attorney specializing in press and broadcast rights issues. "But when we got a more serious, more scientific polling of opinion, we find the public much more sympathetic toward this question (press freedom) than it first appeared."

While the results of two polls appear somewhat contradictory, they at least show that public support for a news blackout was less widespread than initially feared by many First Amendment experts. And most Americans opposed any future blackouts of this sort.

In Congress, a measure to limit news controls passed the Senate as an amendment to the debt ceiling bill but was dropped in a conference with the House as the session wound to an end.

In the meantime, leaders of a number of press organizations, including ANPA, scheduled a joint session to discuss the denial of reporter access to early Grenada operations and its potential future impact on the relations of journalists, the government and the military. Also, a high-level commission of news representatives and military officers was created by the Pentagon to examine these issues.

In the hectic first days after the Oct. 25 surprise invasion, with highly unusual news controls in effect, it appeared as if millions of Americans were willing, if not pleased, to see the media denied access to news from Grenada. Many seemed eager to gloat at the frustrations and protests of the reporters, editors, newspapers and TV networks.

In those first days, evidence of the public's general support for the White House and the Pentagon mounted, much of it through the broadcast media:

- By a 4-1 majority, viewers responding to a phone-in news-comment show on Cable Network News told CNN's Daniel Schorr they applauded the news blackout.
- Listener phone-in response to the nationwide Larry King Show on the Mutual Broadcast System ran 75-25 in favor of the government and against the media. Listener response to local talk shows in many cities was similar.
- Mail to TV networks was overwhelmingly—perhaps 10 to 1—in support of the administration's muzzling of the media, according to testimony before a House subcommittee.
- Letters-to-the-editor columns and man-in-the-street interview stories in many newspapers expressed strong support of news curbs. One Washington Post reader wrote, "Thoughtful citizens everywhere are rejoicing in the liberal press's discomfiture about the way the Reagan administration and the Defense Department 'controlled the news.'"

The mood of the public was felt at the White House, where Chief of Staff James A. Baker III told the Los Angeles Times that "a large majority of the American people support" a press blackout on Grenada.

Representatives of the nation's media were saddened at their first appraisal of public response.

Former CBS news anchor Walter Cronkite told a Tonight Show audience he was "disappointed" at the public's failure to recognize the ominous nature of the news-control efforts.

Because of the widespread anti-media views reported in publications nationwide, Tennessee editor Richard D. Smyser commented, "I share the chill that runs through any conscientious newsperson. Unfortunately, people don't understand the First Amendment, and that scares me."

Smyser, editor of The Oak Ridger of Oak Ridge, Tenn., and vice president of the American Society of Newspaper Editors, said it was apparent that the President and his advisors have "no intellectual concern for the reason of the First Amendment." He said their focus is on the methodology of the press—persistent reporters constantly poking around for information, sometimes to the irritation of government officials—and not in terms of the "checks and balances of an informed public."

Judith D. Hines, vice president and director of ANPA Foundation and a member of the First Amendment Congress, said lack of public support "says we (the press) haven't done our job well enough" in educating the public about the virtues of freedom of the press.

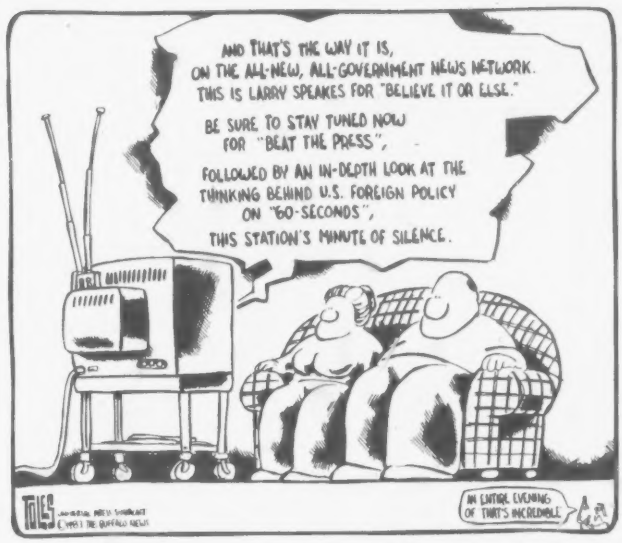
But then, after the passage of time and the belated beginning of on-the-scene news reports from the tiny Caribbean island nation, the picture began to change. In some areas, a second generation of letters-to-the-editor began to appear, chiding the first crop of letter writers for their haste in approving news-muzzling. And then came results from a national poll designed scientifically to test public opinion on the issue.

A Washington Post-ABC News national poll showed that a plurality of the American public thought the government was wrong in restricting Grenadan coverage.

In response to the question, "Would you say the U.S. government has tried to control news reports out of Grenada more than it should or not?," 48 percent of respondents said yes, 38 percent said no, and 14 percent were undecided. The Nov. 3-7 telephone poll contacted 1,505 people selected from a random sample.

A poll by the Los Angeles Times found somewhat different results. The Times poll, taken Nov. 12-17, found 41 percent disapproved of the Grenada blackout (versus 48 percent in the Post-ABC poll), 52 percent approved (versus 38 percent) and 7 percent did not know (versus 14 percent).

But by a 2-1 margin, those polled by the Times said they opposed the notion of the blackout's becoming a precedent for future combat operations. Sixty-three percent



Most newspaper editorials and cartoons showered protests on government news control in Grenada, such as the example at right. But a few, like the cartoon above, were sympathetic toward blackout.

said they opposed such restrictions in the future, 28 percent approved and 9 percent did not know.

In its poll of 2,004 adult Americans nationwide, the Times also found that by a 4-1 margin, the public believes journalists who accompany combat troops perform a necessary service.

CNN's Schorr said he was not overly surprised at the polls indicating much stronger public criticism of news control than his phone-in segment had indicated. "It's a matter of the sample," he said. "I did not conduct a poll. I provided an outlet for those who volunteered an opinion; those with a strong opinion."

Attorney Abrams, who has argued media rights cases before the Supreme Court and written extensively on the issue, said he was pleased by the Post-ABC poll results.

"The administration, for all its pleasure at the public support it saw for news controls, must feel a bit bruised at the near-unanimity of the media criticism it is receiving," he said.

"News blockade." Numerous press organizations, including ANPA, the American Society of Newspaper Editors, and the Society of Professional Journalists, Sigma Delta Chi, strongly protested what ANPA called the "news blockade."

On Oct. 27, ANPA issued a sharp message, saying, "Such actions to keep the correspondents of a free press from serving the information needs of a free society are unprecedented and intolerable."

Jerry W. Friedheim, ANPA executive vice president and a former assistant secretary of defense for public affairs, said the Association "urges the President and the Congress to immediately investigate how this public information fiasco occurred and to renounce the policy of secret wars hidden from the American people." (See essay, p. 30.)

In a follow-up letter, ANPA Chairman and President William C. Marcil and ASNE President Creed C. Black asked President Reagan to meet with a small group of editors and publishers on the news control issue.

While there had been no reply to that request by late November, leaders of editors and publishers groups planned their own meeting. Black and Marcil called a special meeting for Nov. 30 in Washington for the presidents or senior representatives of ANPA, ASNE, the Associated Press Managing Editors Association, the Associated Press, United Press International, the Reporters Committee for Freedom of the Press and SPJ,SDX to discuss the government news blackout and possible consensus responses.

In a response to the media protests, Defense Secretary Caspar W. Weinberger and Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, asked Winant Sidle to head a commission to investigate ways the press could be accommodated on any future military missions.

Sidle, a retired Army major general, is public relations director of Martin Marietta Corp., a major defense contractor. His commission is to be comprised of journalists and military personnel.

Sidle told presstime the commission will probably have 16 to 20 members. After appointments are made, he hopes meetings will begin early in 1984. Recommendations will be sent to the Pentagon on improving media-military relations, particularly in times of crisis, but no timetable has been established, he said.

Joining in the press organizations' protests were dozens of newspapers.

Typical of the editorial-page criticism was that of The Daily World of Opelousas, La. It questioned why Reagan would exclude "firsthand reports going back to America. It now appears to have been an attempt by the administration to paint the invasion as a painless rescue mission in which American soldiers are glamorized to perfection. . . . We must never be denied the pains of war. That would make war too easy."

The New York Times described as "feeble" the Reagan administration's reasons for barring the press for the first two days of the invasion: danger to journalists, "military necessity," and Defense Secretary Weinberger's assertion that he "wouldn't ever dream of overriding a commander's decision" to keep reporters away from the scene.

"If some general does not understand the big principle at stake here, then civilian commanders—like the secretary of de-

fense—surely should," the Times said. "The principle is not hard to grasp. It's not a case of accommodating a few hundred reporters or their employers. It's a case of responsibility to 235 million Americans who depend on those reporters."

But the press's condemnation of the government's clampdown on information was not unanimous. Some papers defended the government's actions.

For example, the Richmond (Va.) Times-Dispatch said it did not go along with outrage expressed by so many other papers because "we are more concerned about the security of our country and of the men and women who fight for it."

Another conservative daily, The Washington Times, said that freedom of the press is "not an absolute. It is . . . part of an interlocking network of constitutional devices designed to insure the survival of our democracy, designed to shield our freedoms."

At least one news organization was considering filing a First Amendment lawsuit over the government's handling of the situation, but by press time none had done so. Such a suit was filed, however, in the U.S. District Court for the District of Columbia by the publisher of Hustler, a sex magazine. □

U.S. assists in revival of newspaper in Grenada

A privately owned press returned to Grenada Nov. 19 with the revival of a newspaper whose editors were jailed in 1981 by the socialist government of recently murdered Prime Minister Maurice Bishop. Production of the Grenadian Voice was assisted by American military forces.

"The price is only one dollar, with no jail afterward," said Editor Leslie Pierre as he hawked copies in downtown St. George's. A front-page editorial offered President Reagan the newspaper's "Order of Valor" for ordering what it called a "rescue mission."

The United States provided some typesetting equipment and flew the copy aboard military transport planes to Barbados for printing and then back again for distribution.

Bishop had jailed journalists, shut down publications and lectured that "an independent press is a tool to challenge the revolutionary process." □

At workshop (from left): USA Today's John Quinn, AP's Keith Fuller, Adm. Hyman Rickover.

APME names panel to probe newspaper credibility issue

The Associated Press Managing Editors Association has formed a new committee to examine the credibility of newspapers.

The Credibility Committee, which was established during the organization's 49th annual convention Nov. 1-4 in Louisville, will "deal with the problem of sloppy reporting and inaccuracies in print," said Ted M. Natt, editor and publisher of The Daily News, Longview, Wash. Natt was elected APME president at the convention.

In another development there, Robert H. Giles, editor of the Democrat & Chronicle and Times-Union of Rochester, N.Y., reported on a survey showing that nearly four of every 10 editors believe they have a job-related health problem. The study, a follow-up to a similar project in 1979, found that inability to sleep was the most frequently cited health problem.

Detailed reports by APME committees also were released during the convention. The committees and the chairmen that produced them are:

- Modern Living: Richard D. Tuttle, Star-Gazette Sunday Telegram, Elmira, N.Y.
- Business & Economics: Alan Moyer, The Arizona Republic, Phoenix
- Newsroom Management: Larry Fuller, Argus Leader, Sioux Falls, S.D.
- Citations: Jennifer Allen, The Commercial Dispatch, Columbus, Miss.
- Minorities: George R. Blake, The Cincinnati Enquirer
- Photo & Graphics: C. Donald Hatfield, Herald-Dispatch, Huntington, W.Va.
- State News: Jack E. Howey, Nixon Newspapers Inc., Peru, Ind.
- Sports Study: Drake Mabry, The Des Moines Register
- Writing and Editing (three reports—"Libel and Invasion of Privacy Manual," "Editors in the Electronic Age" and "A Note-Writer's Index"): Trueman E. Farris Jr., Milwaukee Sentinel
- Freedom of Information: The Miami News
- Telecommunications and Technology: Thomas W. Jobson, The Asbury (N.J.) Park Press
- Changing Newspaper (two reports—"A Report on Sunday Magazines" and "A Look at USA Today"): David Halvorsen, San Francisco Examiner
- Professional Standards: Ralph Langer, The Dallas Morning News
- Media Competition: Philip Bookman, Stockton (Calif.) Record
- General News: Gene Foreman, The Philadelphia Inquirer
- Foreign News: Robert J. Cochnar, San Jose (Calif.) Mercury-News
- P.M. Newspaper: Robert W. Ritter, The Olympian, Olympia, Wash.
- Journalism Education: Lawrence K. Beaupre, Times-Union, Rochester
- 50th Anniversary History: William F. Cento, St. Paul (Minn.) Dispatch.

Limited quantities of the reports are available from the ANPA Public Affairs Department.

Besides Natt, the convention also elected Michael J. Davies of The Hartford Courant, vice president; James F. Daubel of The News-Messenger, Fremont, Ohio, secretary; and W. Howard Eanes of the Augusta (Ga.) Chronicle, treasurer. □

SPJ, SDX fund drive will seek $2.4 million for new programs

The Society of Professional Journalists, Sigma Delta Chi, has decided to expand its programs and services—including establishment and operation of an Institute for Professional Journalism—through a new fund-raising program.

Phil J. Record

"We decided that we have got to get out of the straitjacket of relying entirely on membership dues," said incoming President Phil J. Record, associate executive editor of the Fort Worth Star-Telegram.

The initial goal, approved by the society's board of directors during the SPJ,SDX convention Nov. 9-13 in San Francisco, is to raise $600,000 from members over and above dues. Record said the campaign then will attempt to raise another $1.8 million over the next three years from media corporations and large foundations that are interested in free-press matters.

For the most part, the extra money would be earmarked for the IPJ, which would serve as an umbrella for seven major projects: a journalism fellowship program, a visiting editors' program in which smaller media companies would be able to benefit from the expertise of well-known editors, a full-time continuing-education coordinator, fellowships for Third World journalists, an additional $100,000 annual allotment for The Quill magazine, more continuing-education regional conferences and an increase in the programs of local and campus chapters.

Tentatively at least, the IPJ would be located in Chicago, where the society is based.

Also with money raised in the fund drive, SPJ,SDX wants to establish a Freedom of Information Center with a full-time staff director in Washington, D.C., Record said. The center would serve as a permanent home for data on FOI and free-press issues.

Lastly, the organization plans to expand its Education and Public Awareness Program, which attempts to educate the public about free-press concerns.

These and other activities will require SPJ,SDX to hire a full-time fund-raiser, and a search is underway for such a person, Record added.

In other business at the 74th annual convention:

- Record was elected 1983-84 president, succeeding Steven R. Dornfeld, Washington correspondent of Knight-Ridder Newspapers Inc.

Other officers elected were Frank Sutherland, managing editor of the Hattiesburg (Miss.) American, president-elect; Robert Lewis, Newhouse Newspapers Inc., Washington, D.C., secretary; and Robert H. Wills, editor of The Milwaukee Sentinel, treasurer.

- The society released two comprehensive reports. The 1983 Journalism Ethics Report, produced in cooperation with Capital Cities Communications Inc. and Montgomery Newspapers of Fort Washington, Pa., held that today's news executives are more reluctant than their counterparts of a decade ago to permit staff members to accept free trips, gifts and favors. The 1983-84 Freedom of Information Report, produced in cooperation with Gannett News Service, reviewed major free-press cases of the past year.

Copies of both publications are available from the society at 840 N. Lake Shore Drive, Suite 801 West, Chicago, Ill. 60611. □

AP to launch new service carrying sports statistics

The Associated Press will launch a new service called Special Sports Statistics to satisfy increasing demand for so-called "agate" matter.

The supplemental wire, carrying detailed statistics and other data unavailable on traditional AP sports wires, will be delivered via satellite at 1,200 words per minute, starting Dec. 1. The material will be sent unjustified so that newspapers "can mold it to fit their own specific needs," the wire service said. □

TV reporter Byron Barnett, cameraman John Thompson broadcast from newsroom of Lawrence Eagle-Tribune.

5 papers, TV station establish unique news sharing co-op

Five Massachusetts daily newspapers and a Boston television station have launched a highly unusual news cooperative called the New England News Exchange. Under the arrangement, newspaper and TV reporters can tap the knowledge and expertise of one another.

The station, WNEV-TV, has rented space and set up two-person bureaus at the Lawrence Eagle-Tribune, The Middlesex News of Framingham, The Patriot Ledger of Quincy, the Worcester Telegram and The Evening Gazette of Worcester.

Besides the mutual benefit of sharing information, the newspapers also benefit from being mentioned in the newscasts as sources of information, noted Kenneth J. Botty, editor of the Worcester dailies.

Daniel J. Warner, editor of the Lawrence paper, echoed this view. "Our readers are impressed," he said. "They see us as larger than they saw us before."

Warner said that the exchange, which began in mid-October, is working well. In fact, "we're getting more help from them (the TV station) than I thought we'd get." WNEV tipped off the Eagle-Tribune on the name of a local victim in the bombing of the U.S. Marine outpost in Lebanon.

WNEV spokeswoman Robin Reibel said two other television stations plan to join the exchange, WLNE of Providence, R.I., and WFSB of Hartford, Conn. □

U.S. marshal poses as reporter, prompting complaints, 'inquiry'

The Justice Department is conducting an inquiry into an incident in Athens, Ga., in which a deputy U.S. marshal posed as a reporter. The investigation was sought by four Athens newspapers.

The incident took place Oct. 14 in the Athens office of the Progressive Resource Center, a clearinghouse for certain citizens' groups. Two marshals went there to serve a summons on a member of an organization planning to hold a demonstration at the nearby Savannah River Plant, where fuel for nuclear weapons is produced. The summons was for a hearing on a request for an injunction to stop the protest.

In the process of trying to identify the person to whom the court papers were addressed, one of the marshals said he was a reporter from Greenville, S.C.

Following the incident, a letter of protest was sent to U.S. Attorney General William French Smith by Robert W. Chambers, publisher of The Athens Banner-Herald and Daily News; Rollin M. McCommons, publisher of The Athens Observer, a weekly newspaper; and Charles H. Russell, general manager of The Red and Black, the University of Georgia daily.

Also protesting the action were the local chapters of the Society of Professional Journalists, Sigma Delta Chi, and the American Civil Liberties Union.

A spokesman for the U.S. Marshals Service, which is part of the Justice Department, said that the practice is not illegal and that the service has no prohibition against it.

In confirming that an "inquiry" is being conducted, Justice spokesman John K. Russell said he could not comment further while the investigation is going on.

A bill introduced in the Senate earlier this year would set standards for Justice Department agents impersonating reporters [presstime, Sept. 1983, p. 13]. S 804 is pending in the Judiciary Committee, with no action currently scheduled.

ANPA Counsel/Government Affairs Claudia M. James said ANPA is seeking to compile information on the extent to which other incidents of reporter impersonation have occurred, either by federal or state officials. □

Crackdown aims at another leak

The federal government has taken another step to stop leaks of information.

This time the crackdown is at the U.S. Department of Commerce. A new policy there involves economic reports on nine sensitive areas, including data on leading indicators, housing starts and retail sales.

The policy allows reporters to continue to see copies of the reports a half-hour before they are released, but the reporters are not allowed to leave a "holding room" or make telephone calls until release time.

Previously, this so-called "lock-up" procedure had applied only to one of the reports, having to do with merchandise trade.

The new policy was adopted in early November. Late in the month, spokesman B. Jay Cooper reported the leaks had dried up. "I can't say that the new rules have completely solved that," he said, "but so far, (there have been) no premature releases." Cooper said at the same time it imposed the restrictions on the press, the department limited the number of its own staffers with advance access to the reports.

Linda S. Stern, economic correspondent for The Journal of Commerce, accused department officials of having a "'cover themselves' mentality." She said "most of the people over there, from what I understand, don't think reporters" are responsible for the leaks. She said the press is being inconvenienced for "no good reason."

Among the complaints reporters covering the department but working out of a press room elsewhere have is that they cannot bring advance copies to their desks to compose their stories on VDTs.

Another problem, reporters say, is that they cannot place calls, even within the department, from the holding room. They have asked that an economist be made available in the room for interviews. □

News research notes

In the first Newspaper Research Journal devoted to a single issue, several reports link newspaper readership to people's sense that it is a **civic responsibility to be informed** about public affairs.

This concept may tell more about newspaper readership than traditional analysis of demographics or the quality of newspapers themselves, conclude the papers assembled by Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University's S.I. Newhouse School of Public Communications, and director of the ANPA News Research Center there.

In the publication's just-released summer 1983 edition, David Weaver, director of the Bureau of Media Research at the Indiana University School of Journalism, and Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers Inc., observe that while city residents read newspapers as a "routine behavior that cuts across different social classes and levels of civic attitude," suburban readership of metropolitan papers is "more dependent upon a stronger need to keep informed."

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American newspapers have failed to inform their readers of significant **social issues underlying the women's movement**. Instead, they focused on "controversy, confrontation and sensation," according to a new report by the Women's Studies Program and Policy Center at George Washington University.

The project examined 4,566 articles on six "women's issues"—domestic relations, pay equity, discrimination in education, the Equal Rights Amendment, the National Women's Conference and the World Conference of the UN Decade for Women.

The Associated Press and 10 newspapers provided articles for analysis—Arizona Daily Star of Tucson, The Atlanta Journal and Constitution, The Cincinnati Enquirer, Dallas Times Herald, The Denver Post, Detroit Free Press, Los Angeles Times, The Miami Herald, The New York Times and St. Louis Post-Dispatch.

Copies of a 24-page summary of the research are available from Mailing List Systems, Inc., 7211 Lockport Place, Lorton, Va. 22079, (703) 550-7310. □

Learning from the blockade

Now is the time for both sides—the government and the press—to reflect on the actions in Grenada.

By Jerry W. Friedheim

There are delicacies in democracy: institutional interrelationships that do not lend themselves to stubbornness and bluster; facets of the interdependent constitutional whole; custodians of the coexistence comity that cements a free society.

That's why everybody shudders—or should shudder—when one constitutional institution indelicately thwarts the functioning of another.

Jerry W. Friedheim

As when, for recent example, the executive branch of government unilaterally, deliberately, unnecessarily—even a bit gloatingly—imposed prior restraint on the people's representatives, a free press.

The Grenada news blockade. Seemingly a little thing in the midst of a quick, relatively safe military victory and rescue; but a very big little thing in the sweep of constitutional history; a unique, jolting, worrisome rejection of a thing; the sort of confrontational upheaval that rocks democracy's underpinnings.

It's the kind of thing that makes folks want to "sue somebody." But first, sober second thought is required—on all sides if possible. Peace pipes should be smoked; civility sought. Nobody should seek or want "total victory." The checks and balances of our freedom-preserving system must be brought back into balance by citizens of wisdom, historic perspective and future perception. ANPA, ASNE—everybody else on the press side—can play a role in the restoration of reason.

What happened we know. Two days-plus of prior restraint on the operation of a free press; two days-plus of exclusively government-controlled news. Prior restraint caused by political and historic anti-press pressures we all recognize. Prior restraint sorely abetted by a lack of planning—indeed a refusal to plan—which closed out government's options to do right and resulted in not only a wrong, but in a largely ineffective wrong.

Scores of military and civilian public affairs officers of the government could have worked out ways to provide early free-press access while protecting troop safety and mission security. A very small press pool under voluntarily controlled reporting conditions was the obvious answer. General Eisenhower in World War II knew how to do that. General MacArthur in Korea knew how to do that. General Abrams in Vietnam knew how to do that. Today's press corps knows how. Today's combat commanders know how.

Why didn't they do it? What were the perceptions that made them forget how and disregard why?

It is possible the military services conducted their hasty, attack planning thinking about a very brief, not very big, rescue mission employing a number of commando-type tactics; not the sort of thing reporters have always

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Friedheim, a former Missouri newspaperman and now executive vice president and general manager of ANPA, was Pentagon spokesman and then assistant secretary of defense for public affairs in 1969-74.

An interview with Friedheim about the Grenada news blackout was published in the Nov. 14 issue of U.S. News & World Report. Copies are available from the ANPA Public Affairs Department.

accompanied initially, but which could be covered eventually.

It is possible that White House advisors, focused almost solely on television image-making, adopted the simple, political axiom that there should be no non-governmental reports to the public until the President had an opportunity to make an early, prime-time speech to construct the discussion framework he desired.

It is possible the President and secretary of defense really did think they could leave everything up to the generals and admirals.

It is possible our press, already concerned about attacks on the Freedom of Information Act and about lie-detectors and about lifetime censorship, had visions of lengthy exclusion from a rather big event—perhaps even an invasion—particularly because that's what the Commander-in-Chief called it.

It is possible everybody assumed the worst case. And maybe those were right assumptions. Maybe not. And maybe it need not matter so much now either way, because some corrective actions occurred and good intentions were promptly pleaded. Within a week the State Department's delegation at a Paris UNESCO meeting was stating: "From the beginning our plans called for the presence of the media no later than the morning of the second day of action."

Forget that there *was* no plan; only ad hoc scrambling. Now there *is* talk of planning and of intentions of access. Grenada is behind us; so let's try to look mostly forward. Let all sides close one eye to the past but keep a watchful eye on the future—and talk it out, and agree that there are reasons wise leaders did it differently before and reasons wise leaders will do it right in the future.

What reasons? What considerations need apply? Three primarily.

- Military security vs. informed citizenry
- Government credibility with public and Congress
- Public trust in the armed services.

Books have been written on these things, but the summaries are:

Both sides of the *military security/informed citizenry* equation are necessary for the result to equal a free society; and both can be satisfied by the cooperation of professional soldiers, professional newsmen and wise national leaders. Neither national imperative need be set aside. In a democracy, the public will support military actions and foreign policies only when it knows about and understands them—and the public gets its information through the news media.

Government credibility is constructed painstakingly, day-by-day, throughout a President's term. It comes from candor, professionalism, openness, goodwill, good humor and admitting an occasional misstep. It is enhanced if "no comment" is said sometimes. Credibility preserved provides citizen support for difficult government decisions in inevitable crises. Credibility squandered away through dissembling, infighting or pervasive, prolonged secrecy will undermine first the government's ability to act, then the government itself, then the nation.

Associated Press

In Barbados, reporters learn from Air Force Capt. Keith Graham (center) who will be in Oct. 29 press pool.

Trust in the armed services also is long abuilding and can be lost in a flash. The uniformed services of a democracy must be a part of, not apart from, their society. Volunteers must believe before they will enlist. Taxpayers must support before they will elect representatives who will back defense programs and appropriations. Civilian leaders must know and respect military leaders before they will entrust them with awesome firepower and with the lives of young servicemen and women. Doubletalk, arrogance and secrecy demolish trust. Do it once quickly and the public shrugs; do it again, or for long, and public/congressional support quickly erodes, soon dies.

So each constitutional institution has a stake in doing things right. The press must respect the need for military security because that is right. The military must respect the need of the people to know what their uniformed men and women are doing—and not doing—because that is right. The government must nourish its own credibility and an open society's discourse because that is right.

And no institution must seek to *bar* another from the constitutional playing field—or the entire game of freedom will end. A strong, free country and a strong, free press are inseparable.

The goal for us all now must be to make sure the constitutional system rebalances; then everybody wins.

John M. McClelland Jr.

He wins the admiration of his big-city brethren

By C. David Rambo
presstime staff writer

The setting: a large Northwestern city with two big dailies which together dominate the market. You own a weekly and a twice weekly published in suburban communities within 10 miles of the heart of downtown. Do you dare combine them into a daily that will compete against the a.m. and p.m. metros?

John M. McClelland Jr. took such a calculated risk in the Seattle suburb of Bellevue, Wash., and it paid off. His Journal-American daily, started in 1976 through a combination of the Bellevue American and the Kirkland Eastside Journal, has climbed in weekday circulation to 26,312. A Sunday edition started just last year has a circulation of 26,254.

John M. McClelland Jr.

McClelland, chairman of the board of the McClelland Newspapers group, says there is a simple reason for the success. It is dedication to the editorial product.

"We have one of the biggest editorial staffs for a paper our size in the Northwest, if not the whole country," he says. The Journal-American has 55 editorial employees out of a total staff of 205. It emphasizes local news that The Seattle Times and Seattle Post-Intelligencer cannot provide.

In fact, McClelland contends that the financial problems of the P-I—which earlier this year entered into a joint operating agreement with the Times—were due to an "unwillingness to invest in an adequate news staff. In order to sell your product, you've got to have a good product."

Above all, he says, that means good writing and editing—something he insists on at all the group's papers: The Daily News of Longview, Wash., The Daily News of Port Angeles, Wash., and half-ownership in The Chronicle and The Sentinel-Mist, a semi-weekly in St. Helens, Ore. The Longview daily won a Pulitzer Prize in 1981 for its coverage of the Mount St. Helens eruption.

McClelland has chosen virtually all the top editors for his papers, and he insists that his publishers have strong editorial backgrounds. And he practices what he preaches. For 30 years he wrote a daily, front-page column for the Longview paper, and even today he writes a weekly column for his three Washington state dailies, usually relating to state issues. The daily column is a "family tradition," started by McClelland's father in 1929 and carried on today by McClelland's nephew Ted M. Natt, publisher of the Longview paper. Natt is the newly elected president of the Associated Press Managing Editors Association.

McClelland says his family-owned group does not have profit margins as high as those reported by some bigger newspaper companies. "We spend more on the news content and as a consequence we make less money. . . . That's OK because we don't have to please a lot of outside owners."

The 68-year-old newspaperman was introduced to the business by his father, a native Pennsylvanian, who in 1923 moved the family from Rogers, Ark., to Longview where the senior McClelland was named editor of the News. He later bought the newspaper, then a weekly, and his son expressed a natural interest in it.

McClelland first worked as a carrier, then spent summers in the composing room, the pressroom and newsroom—just about everywhere except advertising sales. After receiving a journalism degree from Stanford University in 1937, he worked briefly for California dailies in Santa Ana, Salinas and Sacramento. He says he wanted "to get some experience and prove that I could make it in the newspaper business without working for my father." It was a worthwhile venture, he says, because of the wide variety of experience it provided. At one newspaper, "I did everything. Whoever didn't show up, I'd have to do their job."

McClelland went back to Longview in 1939 both to marry and to become the $45-a-week city editor of his family's newspaper, which by then had become a daily.

From his base of operations in that lumber city of 31,000, McClelland has gained a national reputation for his journalistic efforts. He served on the board of directors of the Associated Press, as national president of the Society of Professional Journalists, Sigma Delta Chi, and as president of Allied Daily Newspapers, a region association of papers in the Northwest.

James B. King, executive editor of The Seattle Times, describes McClelland as "the complete newspaperman his whole life." And although the much smaller Journal-American poses no major threat to the Times, it does present "challenging suburban competition in our primary market," King says.

The Journal-American was almost an immediate success, showing a small profit within two or three months, Natt says. Part of the reason is that affluent Bellevue enjoys a natural geographic separation from the central city—Lake Washington—and has enjoyed good growth in the last decade.

The Journal-American faces new challenges arising from the Seattle joint operating agreement, which McClelland and other suburban publishers fought, unsuccessfully, all the way to the U.S. Supreme Court. Under the JOA, the evening Times, circulation 225,447, and morning P-I, circulation 191,885, combine all operations except editorial. "It's one thing when your two main competitors are fighting each other. But it's something else again when they join forces and turn their guns on you," he says.

Despite such weighty business concerns, McClelland has interests that extend well beyond the newspaper business. He is an avid history buff, and he enjoys getting out on Lake Washington in his 42-foot cabin cruiser. Those diversions notwithstanding, he says he has no plans to retire.

He and his wife Burdette have a son, John M. McClelland III, who operates a cable television company in the Longview area that the family started in 1965, and a daughter, Genevieve. □

Compatibility cited

Local NIE staffs see no threat from USA Today

By Carmen C. Clark
presstime editorial assistant

The nationwide newcomer in the Newspaper in Education field, USA Today's Classline, is posing no threat to existing NIE programs, their managers say.

Most NIE people believe that USA Today will find a niche as an in-classroom instructional tool, but—despite some earlier-expressed fears to the contrary—they do not think this will happen at the expense of local NIE programs.

Officials of Gannett Co. Inc., which owns USA Today, had said when Classline was launched three months ago that it would not threaten local NIE programs [presstime, Sept. 1983, p. 47].

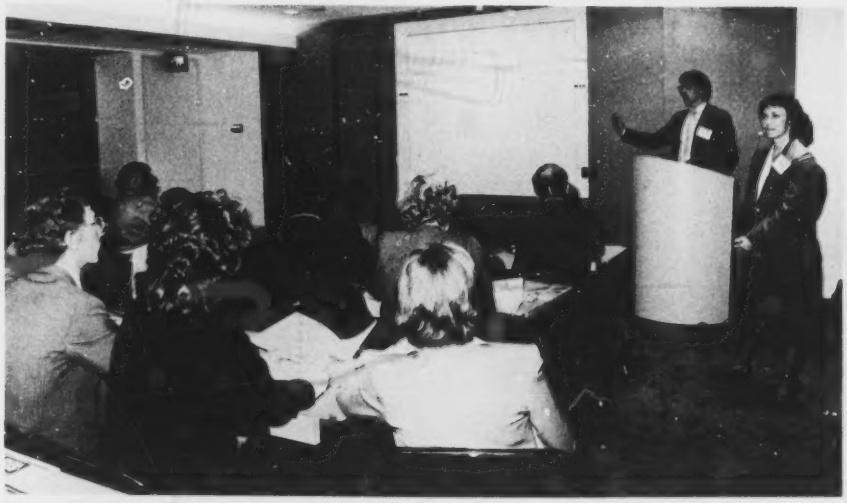
Since September, Classline has approached schools in each of the 20 major markets where USA Today is distributed, informing local education officials about the program.

Paul Glancy, USA Today educational services manager, would not comment on the number of school systems where Classline currently is in use. However, he says, the initial reaction has been quite positive. "Teachers have told us they like both USA Today and the local paper. It's a good way to compare news."

Classline provides such services as free educational guides, a 40 percent discount on the newsstand price of the paper and workshops for educators.

Nevertheless, a half-dozen local NIE officials interviewed by presstime emphasized that the local paper is the backbone of the concept of using newspapers in the classroom. "The whole idea of NIE is to have youngsters use the local newspaper," says Stuart L. Kendall, NIE coordinator for the Milwaukee Journal and Sentinel.

In Chicago, Sun-Times Educational Coordinator Julie C. Morris says local news plays a big part in her paper's NIE program, too. Because of that, and also because the Sun-Times' NIE program is so long-established, she has not felt any effects from the Classline project, she says.



Classline staffers are trained on how USA Today can be used as a classroom aid.

"Our paper has been around a long time," echos NIE Coordinator Ann W. Ely of the Indianapolis Star and News. She adds: "USA Today cannot compete. I'm confident in our ability to hold our unique position in the educational community. We've cultivated administrators and state department (of education) people, so that our newspaper is part of the fabric of the educational system."

"USA Today doesn't tackle the controversial local issues," Ely continues. "It can't complain about the quality of local education or teachers. It's not going to take on the local school board"—the types of issues students can relate to in courses like government, civics and history.

In addition to having a monopoly on local news, local NIE programs also enjoy an edge in providing personal services to schools, says Tim Callahan, Florida Department of Education NIE coordinator.

Local newspapers are able to offer such services as newspaper tours, sending reporters to the schools and demonstrating through workshops how to use the newspaper. "USA Today supplies teaching guides and newspapers—that's all," says Kathleen T. Haffee, NIE coordinator of the Pottsville (Pa.) Republican.

Milwaukee's Kendall puts it this way: "The Journal and Sentinel are just a local phone call away, no further than 45 minutes from any of the 650 schools in our area. USA Today cannot provide that service."

Is there room for both the local newspaper and USA Today in a community's NIE program? Yes, according to some local-program activists. Because USA Today is more national in perspective, visually attractive and concise, Rita F. Broadway, NIE coordinator at the Courier-Journal and The Louisville Times, believes it will complement the local paper.

Kendall of Milwaukee and Callahan of Florida say, however, that USA Today and Classline are perhaps better suited for high school students than younger ones that local programs also reach. "There are some educational applications where USA Today might replace the local paper—such as in social studies and civics classes where the national focus is more useful than just the local focus," Callahan says.

Indianapolis' Ely notes that teachers and students alike appreciate USA Today's quick read and colorful graphs and charts.

"USA Today is going to sharpen us up," she says. "We may have to step up our NIE promotions. It's been a healthy shot in the arm." □

Curriculum change may limit students' plan for journalism

By Margaret Genovese
presstime staff writer

The move to increase the quality of high school education may mean journalism courses are being crowded out of the schedules of top students, many journalism teachers fear.

In North Carolina, for example, there is already some evidence that journalism classes are being hurt by the state's new "scholars program." But in Indiana, a concession has been made to keep journalism on the list of courses students may take to fulfill more stringent graduation requirements.

Jane B. Kinchloe, publications advisor at Millbrook Senior High School in Raleigh, N.C., says journalism professionals should be concerned about anything that cuts into the attractiveness of journalism classes in the nation's secondary schools. "These high school programs encourage our bright youth to consider careers" in the media, she observes.

In her state, the scholars program that was instituted this school year by the state Board of Education recognizes "top-level students" who have "completed a well-balanced high school program," according to Thomas G. Houlihan, special assistant for secondary education in the Department of Public Instruction. Recognition comes in the form of a notation on students' transcripts and a seal on their diplomas.

To receive a normal high school diploma in North Carolina, students must complete 20 course "units," nine of which may be electives like journalism. A unit is equivalent to one school year of a one-hour course.

To receive recognition as a "scholar," a student must complete 22 course units, and only three or four of those units—depending on which of two course outlines is followed—may be electives.

Kay D. Phillips, a journalism teacher in Henderson, N.C., says she became aware of the threat to journalism classes when a guidance counselor told her she had shunted several students away from Phillips' newspaper course because they wanted to be in the scholars program. She said the number of Vance Senior High School students seeking enrollment in her class dropped from the usual 35 to 21 this year.

In its new emphasis on academic excellence, North Carolina is reflective of a nationwide trend. The Education Commission of the States has identified 20 states that it believes have increased high school graduation requirements.

Observers say impetus to the movement can be traced to the April 1983 report titled "A Nation at Risk: The Imperative for Educational Reform." In that report, the National Commission on Excellence in Education roundly criticized U.S. education and recommended that state and local high school graduation requirements be strengthened.

But at least one state, Indiana, has made an accommodation for journalism courses in its striving for academic excellence.

Next year, the state will increase the number of courses in English, math and science required for high school graduation, but, as has been the case for several years, journalism courses may be substituted for the required English courses.

Despite that concession, Mary I. Benedict, associate professor of journaliam at Indiana University, says she is concerned that "very, very important enrichment courses" are being neglected in educators' eagerness to go "back to the basics."

Benedict, former head of the Secondary Education Division of the Association for Education in Journalism and Mass Communication, says students have "very hard choices to make" in their programs.

William Clay Parrish, assistant director of research for the National Association of Secondary School Principals, contends that the trend toward increasing the number of required courses is not necessarily bad news for electives such as journalism.

"This simply will cause a student to refine or fine tune the courses that will be most germane for his or her work," he says. "In some cases that will be a journalism class, for some students it will be a typing class." □

Student papers named winners of top honors

Eleven student newspapers have been named winners of the 1983 Pacemaker Awards, jointly sponsored by ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press.

The program recognizes the best in high school and college newspapers throughout the United States. They are judged for best overall content and appearance, with emphasis on excellence in writing, design and coverage.

Winners of the high school competition are:

- Orange R, Roseburg (Ore.) High School, Roseburg
- York-Hi, York Community High School, Elmhurst, Ill.
- The Oracle, West Springfield High School, Springfield, Va.
- Union Street Journal, Cherry Creek High School, Englewood, Colo.
- The Kirkwood Call, Kirkwood (Mo.) High School.

Winners of the collegiate competition are:

- The MATC Times, Milwaukee Area Technical College
- The Ranger, San Antonio College
- The Graphic, Pepperdine University, Malibu, Calif.
- The Daily Eastern News, Eastern Illinois University, Charleston
- The Maroon, Loyola University, New Orleans
- The Breeze, James Madison University, Harrisonburg, Va.

In announcing the winners, Donald N. Soldwedel, chairman and president of ANPA Foundation, said, "These newspapers have exhibited the highest standards of journalism. The student staffs who produce these publications and the faculty who guide them are to be commended for the excellence of their product. It is heartening to know that many of these talented young men and women will some day bring this excellence to the newspaper profession."

Soldwedel is president and publisher of Western Newspapers Inc. of Yuma, Ariz. □

Program will seek to match minority students, J-schools

Youth Communication National Center, whose programs enable inner-city high school students to produce newspapers, radio programs and cable TV shows, is taking additional steps to encourage its student journalists—primarily minority members—to consider media careers.

The organization has launched a college information program called "Project Target." It is designed to "try and match students interested in journalism training with journalism schools interested in bringing (in) more minorities," according to Executive Director Craig W. Trygstad.

Sixty-one accredited schools and departments of journalism in the United States are participating in the program, he said. These schools expressed both an interest in receiving the names of potential students and a willingness to send campus and curriculum information to Youth Communication centers around the country.

Initially, Project Target is aimed at students working in Youth Communication programs. Ultimately, Trystad said, it is hoped the project can be expanded to other students.

Youth Communication has centers that publish monthly newspapers in Chicago, New York City, and Wilmington, Del. Its center in Oakland, Calif., produces a weekly, 15-minute radio program and a twice-monthly page of youth-oriented news for the Los Angeles Herald Examiner. Its center in Philadelphia publishes a newspaper and has produced a pilot program for cable television. Centers are being developed in Cleveland and Los Angeles.

The centers are supported by private sources of funding, such as corporations and foundations. □

Medill to review reaccreditation decision

The dean-designate of the Medill School of Journalism at Northwestern University says he will review with school officials the 1982 decision not to pursue reaccreditation for Medill's graduate program.

Edward P. Bassett, who will become dean of the Evanston, Ill., school early next year, is a former member of the Accrediting Council on Education in Journalism and Mass Communications and served as its vice chairman.

In February 1982, Northwestern University President Robert H. Strotz withdrew the school's request for reaccreditation of its graduate journalism program while an ACEJMC visiting team was on campus, citing the team's insistence on faculty salary information.

Asked whether he would seek reaccreditation for the program, Bassett said he would have to "review the entire process" with the university's provost and Strotz. "I don't think there is any hard and fast rule that Northwestern will stay out," said Bassett.

He noted that the accrediting process itself is undergoing review. "With it, we will do some review within Medill and Northwestern and see where compatability lies," he said.

Bassett is editor of the Statesman-Journal in Salem, Ore. Prior to assuming that post in 1980, he was director of the School of Journalism at the University of Southern California [presstime, Sept. 1980, p. 23]. He also has been dean of the School of Journalism at the University of Kansas and acting chairman of the Department of Journalism at the University of Michigan. □

Charleston NIE project focuses on the city

An innovative Newspaper in Education project developed by the Educational Services Department of the Charleston, S.C., newspapers is teaching students more about that city.

The Charleston Project includes 17 learning-center activity folders, 27 historic Charleston location flash cards, a map of the Charleston area and a teacher's guide. The materials are designed to be used in conjunction with current editions of The News and Courier and The Evening Post.

The project seeks to improve reading, writing and other skills for elementary through high school level students. □

L.A. Times unveils new intern program for minorities

An internship program and a conference have been added to the list of programs designed to increase minority representation in the newspaper business [presstime, May 1983, p. 43]. Another minority internship program, begun this year, will be repeated in 1984.

The Los Angeles Times' new internship program is for minority journalists who have completed their college education and are beginning journalism careers.

The first, year-long Minority Editorial Training Program, funded jointly by the Times and its corporate parent The Times Mirror Co., will begin July 1, 1984.

Eight interns will be furnished with housing and a weekly stipend of $150. They will receive classroom training, accompany staff reporters on assignments and write their own stories. Deadline for applications is Jan. 15.

Another Times Mirror newspaper, Newsday of Long Island, N.Y., will sponsor a Journalism Opportunities Conference for Minorities Feb. 25-26, 1984, at the C.W. Post Center of Long Island University in Brookville, N.Y.

The conference will give minority journalism students and beginning journalists an opportunity to attend workshops and to have job interviews with newspapers. According to Sam Ruinsky, Newsday community affairs director, the conference is primarily for students, journalists and newspapers east of the Mississippi.

Two similar conferences are held annually at the University of Southern California and at Howard University in Washington, D.C.

The Journalism Opportunities Conference for Minorities at USC, sponsored by the California Chicano News Media Association, will be Feb. 10-12; the Howard University School of Communications Conference will be Feb. 16-19.

Meanwhile, The Modesto (Calif.) Bee is seeking applicants for its 1984 internship program for minorities. The program, established last spring, is designed to encourage minority participation in the newsroom. The newspaper offers four, three-month internships each year. □

ABC urged to play 'an enhanced role'

The need for newspapers to attract more advertising dollars dominated the 1983 annual conference of the Audit Bureau of Circulations in Los Angeles.

And a report to the conference by a newspaper-business committee chaired by Edward W. Estlow, president and chief executive officer of Scripps-Howard, strongly suggested that the ABC should be playing a more helpful role in attracting that extra advertising.

With "advertising leadership" as the theme of the Nov. 8-10 meeting, key speakers representing newspapers and advertisers minced no words in criticizing their host and each other.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., took direct aim at ABC for failing to include the demographics advertisers want in ABC record-keeping standards.

"Any organization that audits just numbers of readers or viewers or listeners is out of date," said Neuharth.

"Some of us believe," he said, that some ABC leaders "are more concerned about preserving traditions and protecting their own turf than they are about providing innovative, creative, new appoaches to help the buyers and sellers of advertising in the print media who are buying and selling in new ways."

Katharine Graham, chairman of The Washington Post Co., traced positive steps newspapers could take to accommodate new forms of advertising, but warned that "winning the war for dollars is not enough."

Newspapers, she said, should be "leaders, not followers," resisting the temptation to "deliver news to the rich" just to attract upscale advertising, or to "cater to the lowest common denominator . . . to achieve massive circulation gains, as television, totally dependent on ratings, has been forced to do."

"I don't believe you can edit with your finger in the wind," said Graham. "Our public trust runs deeper."

Two other major speakers, an advertising executive and a major national advertiser, chided the press for failure to support their needs—to build consumer trust in advertising and protect it from government regulation.

In contrast with the strong words of the speakers, the joint ANPA/Newspaper Advertising Bureau ABC Liaison Committee made public a carefully worded report designed to emphasize consensus on suggested reforms in ABC policies and procedures [presstime, May 1983, p.48].

The message was clear nonetheless. The boards of both ANPA and NAB agreed that ABC should take "an enhanced role" to assist both newspapers and advertisers with the "dramatically changing marketing concepts" of the 1980s.

To implement this, said the committee, the ABC should:

- Review "restrictions" on newspapers' circulation sales, pricing, distribution and promotion practices
- Create different auditing requirements for newspapers with sophisticated marketing practices and those operating on a simpler level. Newspapers desiring elaborate audits, the committee said, should be prepared to pay for such audits.
- Use more computer technology to perform more sophisticated audits.

In separate attachments, the ANPA/NAB committee commented on ABC concerns and gave its views on selected issues.

The committee agreed that ABC is not a "promotional" or "advocacy" group for its members, but it said current marketing conditions may require a new statement of ABC's purpose. While the bureau, as a voluntary association, has no power to regulate the business practices of its members, the committee said it should be aware that some of its requirements constitute de facto regulation.

The report observed that newspapers, half of ABC's membership, have only one quarter of the seats on ABC's board.

The ANPA/NAB committee endorsed an ABC task force's proposal to add demographic data by ZIP code on an optional basis. Last year the board decided to make circulation reporting by ZIP code mandatory within three years.

Some newspapers favor ZIP code reporting as a way to attract advertisers, while those with less favorable demographics or lower household penetration fear ZIP code reporting will make them lose out to television, competing papers or other forms of advertising.

The ANPA/NAB committee also endorsed the principle that single-copy sales be incorporated into ZIP code data.

The committee did not address the controversial issue of bulk sales.

On coupons, however, the committee opposed "obstacles to the promotion of coupons." Fearful of widespread abuse, or "misredemption" of massive numbers of coupons, advertisers have in the past convinced ABC to restrict newspapers from stating the total amount of discounts available in any one issue.

The committee's report "represents a starting point for discussion and for continued discussion," said M. David Keil, ABC president and managing director. □

Conference participants included (from left) ABC Chairman Charles A. Tucker of R.J. Reynolds Tobacco Co., Graham, Edward A. Horrigan of R.J. Reynolds Industries and Neuharth.

Firms seek to compare profiles of newspaper, TV audiences

By Marcia Fram
presstime staff writer

With syndicated studies of newspaper audiences just beginning to be used, negotiations are under way to extend the newly gathered data one step further—by comparing it with nationwide profiles of television viewers.

Simmons Market Research Bureau, which together with Scarborough Research Corp. surveyed newspaper readers in the top 50 markets, is currently negotiating with Arbitron Ratings Co., which compiles similar research about television and radio audiences.

If an agreement can be reached, it would mark the first time that complete audience profiles of both media were made totally available to each other.

Scarborough has also approached Arbitron but is not currently in negotiations with the rating company.

"In all likelihood, we'll probably just go with Simmons," said Pierre R. Megroz, Arbitron vice-president, TV sales and marketing. "I don't see the advantage of having two suppliers for the same information."

Megroz said a deal with Simmons probably will involve "a limited list of markets, about 14 or 15." He predicted that negotiations "will get resolved by the end of the year."

The possibility of combining data was first announced by Simmons President Frank Stanton during his Nov. 7 presentation to the Newspaper Research Council at its annual meeting in San Antonio, Texas.

Arbitron measures radio and television audiences nationwide. Its Target AID service can provide advertisers with a detailed description of those audiences by using ClusterPlus, a system which combines census-based demographics compiled by Donnelley Marketing Information Services and product information compiled by Simmons.

This information is prepared according to ZIP codes, with neighborhoods grouped nationally by common demographics. Using this information, advertisers can then target specific audiences for specific products in specific media.

Ostensibly, studies done for television by Arbitron had been available to newspapers before but at a prohibitive price—at least as much as the television station or network paid Arbitron to do the study.

In the top 10 markets, said Megroz, the "typical rate would be around $100,000 a year," with television stations in the largest cities like New York, Chicago or Los Angeles paying as much as "half a million."

"That was prohibitive (for newspapers)," said Harold Israel, president of Scarborough, who is hopeful his company will also be able to offer newspaper clients television data. "No newspaper got enough value out of (television studies) to pay that kind of money," he said.

Stanton agreed on the cost problem. The intention of the Simmons' firm in negotiating with Arbitron, he said, is "to bring the (cost of) the TV data down to a few thousand dollars."

On a practical level, agreement between Arbitron and one or both of the firms compiling newspaper research would simply lower the price so that newspapers could purchase profiles of television audiences.

Arbitron could then sell newspaper data to its television clients, and a research firm entering into an agreement with Arbitron could sell television data to newspapers.

Negotiations also are under way between Simmons and Arbitron to swap information on newspaper and radio audiences. William P. Livek, Arbitron's vice president for radio sales and marketing, said the proposed deal would be for audience information in 16 cities.

Reaction to the possibility of obtaining television data has been enthusiastic on the part of the newspaper industry.

Television stations have had "more advertising than they deserve," said Arthur E. Wible, chairman of the marketing committee of the International Newspaper Advertising and Marketing Executives.

"They knew it. We knew it. But we haven't had the tools to prove it," said Wible, executive vice-president and director of sales at the New York Daily News. "Now we can."

Philip E. Stout, marketing services manager at The Daily Oklahoman and Oklahoma City Times, and chairman of the joint NRC/INAME task force that initiated the concept of the syndicated research done by Simmons and Scarborough, said combining television and newspaper data "will greatly benefit newspapers."

NRC President Jack Vernon, research manager at the St. Petersburg Times and Evening Independent, predicted that with the two syndicated research studies, plus comparison with television data, "in the next 10 years, newspapers might emerge as *the* mass medium."

But Stout was skeptical of Arbitron's agreeing to the swap.

"Television stations are not going to spend that kind of money because we're going to beat them over the head," said Stout. □

AAAA endorses expanded SAU system; art clipping services adopt new standards

The voluntary, expanded Standard Advertising Unit system to be implemented July 1, 1984, recently received two important endorsements:

• The American Association of Advertising Agencies endorsed the system Nov. 4, stating: "The successful translation of the recommendation into a working plan will be the realization of a goal the AAAA's has worked long to attain: standardization of formats for greater ease in advertising placement.

"We believe the achievement of the recommended standard at all newspapers will increase the effectiveness of newspapers as an advertising medium.

"We expect all newspapers to accept the plan since the recommended system can work effectively only if all newspapers adopt it."

• Three companies that supply books of art work for use in newspaper advertising will convert their materials to the SAU dimensions [presstime, Sept. 1983, p. 19]. They are Metro Associated Services Inc. of New York City, S.C.W. Inc. of Chatsworth, Calif., and Multi-Ad Services Inc. of Peoria, Ill. □

Syndicated audience research will help in selling national ads

By Craig C. Standen

Publication of two syndicated studies of newspaper audiences represents a major breakthrough in the newspaper business' campaign to regain a larger share of national advertising by making our medium easier for agencies and advertisers to evaluate and buy.

Craig C. Standen

In combination with CAN DO, the bureau's **C**omputer **A**nalyzed **N**ewspaper **D**ata **O**n-line system, these syndicated studies make available to advertisers and agencies more complete information about the audiences of the nation's 1,700 daily newspapers—on a national, regional or market-by-market basis—than is provided by any other medium about its audiences. These newspaper data are totally compatible with the available audience data on the other major media.

Taken together, the two studies—conducted independently in 1982 and 1983 by Simmons Market Research Bureau and Scarborough Research Corp.—add up to one of the most comprehensive audience investigations ever undertaken. The total cost to newspapers was more than $2 million, and approximately 225,000 individual interviews were involved.

In the Scarborough study, telephone interviews were conducted with nearly 68,000 adults, and 52,000 of them were interviewed a second time. For the Simmons study, telephone interviews were conducted with one adult in more than 57,000 households; nearly 48,000 of them were re-interviewed on a second day.

The studies cover much more than reach and frequency and the standard demographic classifications such as sex, age, education and income. They also provide a wide variety of additional demographic information—for example, kind of dwelling, number of employed people in each household, occupations, cable television subscribers and principal food shoppers.

The information is available to advertisers and agencies in a variety of ways. It comes not only in printed volumes for each market and in summary volumes covering all markets studied, but also via computer terminals (which are widely used in agency media departments today) from four different media-information services.

In other words, advertisers and agencies now have the information they need to evaluate and buy newspaper advertising in the same way they evaluate television, magazines and radio—in terms of ADIs, Areas of Dominant Influence, a method of defining markets by their television coverage, and GRPs, Gross Rating Points, another broadcast-originated concept for measuring advertising impressions.

We believe this impressive investment in audience data will bring the newspaper business important long-range benefits, such as:

- Making it easier for agencies and advertisers to include newspapers in the early stages of media planning
- Permitting media planners to make direct comparisons between newspapers and the other major consumer media, comparisons which will frequently be very favorable to newspapers
- Allowing media planners to make rapid, accurate analyses of any combination of newspapers, from a single market to nationwide
- Eventually, making it virtually impossible for an agency or advertiser to ignore newspapers when making a national media plan.

These desirable things, however, won't happen by themselves. We in the newspaper business must work hard to change agency media evaluation habits that have developed over decades. To do just that, the Newspaper Advertising Sales Association, the International Newspaper Advertising Marketing Executives and the bureau are cooperating in a nationwide effort to make agencies and advertisers aware of the new completeness of newspapers' audience data and their significance.

The sales campaign, targeted at first at the top 200 national advertisers and their agencies, will be coordinated by NASA and built around a 15-minute sales presentation created by the bureau. NASA will establish the target list of advertisers and agencies, assign personnel for each sales call and monitor the calls for follow-up as necessary.

These massive, well-executed syndicated studies will help give all newspapers increased visibility and credibility among national advertisers and agencies. They have provided us with new selling tools and new opportunities. But we still must do the selling job. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

August ad spending up 23% over 1982

Advertising expenditures in daily newspapers in August rose 23.2 percent from year-earlier levels to $1.69 billion, according to estimates by the Newspaper Advertising Bureau.

Classified and national advertising each climbed 28.6 percent, while retail expenditures, the largest newspaper category, were up 19.3 percent.

The August figures were $538 million for classified, $194 million for national and $954 million for retail.

For the first eight months of 1983, advertising was running 16.8-percent above 1982 levels.

Classifieds rose the most—23.6 percent—followed by retail, 14.8 percent, and national, 11 percent. Expenditures were $3.9 billion, $1.75 billion and $7.3 billion, respectively, for classified, national and retail. The eight-month total was more than $12.9 billion.

The 23.2-percent August increase followed a 32.6-percent jump in July.

The bureau's estimates are based on linage data collected from Media Records Inc., state and regional press associations and various newspaper companies and individual newspapers, and on additional rate information gathered routinely from Standard Rate & Data Service and from an annual national survey of newspapers. □

Policy statement on deceptive ads rapped in Congress

The Federal Trade Commission's recently issued policy statement on when it will take action against deceptive advertising has run into criticism from key members of Congress, but it has garnered support from advertising organizations.

The statement, adopted Oct. 14 by the commission on a 3-2 vote and publicly released 10 days later, says the FTC "will find an act or practice deceptive if there is a misrepresentation, omission, or other practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment."

The statement was made in response to a request by the House Committee on Energy and Commerce for a report on the commission's enforcement policy against deceptive acts or practices.

Among those criticizing the new policy were Commerce Committee Chairman John D. Dingell (D-Mich.), who said Commission Chairman James Miller III was "deliberately narrowing" FTC's authority.

However, advertising groups said they welcomed the policy statement.

American Advertising Federation President Howard H. Bell said "anything to clarify" the commission's enforcement policy "would be desirable." Several major newspapers are members of the AAF. The American Association of Advertising Agencies also supports the policy.

It appears the statement will have little if any effect on newspapers' day-to-day process of screening advertising. "Most newspapers are pretty good about scrutinizing copy that could be interpreted as being deceptive," noted Vance L. Stickell, executive vice president/marketing for the Los Angeles Times and AAF chairman.

"We'll be as careful as we always have been," said Robert P. Smith, manager of advertising acceptability for The New York Times. "The FTC does their thing; we here at the Times do ours."

However, AAF Senior Vice President Daniel L. Jaffe noted that "anything that impacts on how advertising will be handled by the FTC and responded to by the FTC is a significant matter" for everyone involved in advertising. □

Newspapers try to decipher how tax law affects carriers

By Marcia Fram
presstime staff writer

A year-old tax law may require newspapers to report income tax information on some of their independent carriers, beginning Jan. 31.

The ANPA Legal Department, in consultation with private tax attorneys, has concluded that some newspapers may be covered by a provision of the Tax Equity and Fiscal Responsibility Act of 1982. Section 312 of the law requires businesses to report to the Internal Revenue Service the name, address and taxpayer identification number of "direct sellers" purchasing more than $5,000 worth of consumer products in one year for resale [presstime, Feb. 1983, p. 12].

The legislation does not require tax withholding.

The law has been the subject of some confusion over the past year, as newspapers waited in vain for the IRS to issue regulations stating whether the newspaper industry, with its more than 900,000 carriers, would be covered.

This provision was originally intended to cover what was thought to be a loophole in tax-reporting by door-to-door sellers of products, such as Amway, Avon and Tupperware.

In the absence of IRS guidelines, ANPA attorneys have now concluded that "even though the newspaper business was not a target of the legislation, it is not excluded from its applicability," according to Pamela J. Riley, ANPA assistant general counsel.

An IRS spokesman said in mid-November that the agency's guidelines, which will probably be issued in early 1984, may not provide specific answers about carriers.

"They won't address certain groups," he said. "It's up to them to see if (the law) applies."

According to a 1980 study at the University of Missouri School of Journalism, the latest available nationwide survey, more than 90 percent of U.S. daily newspapers are distributed by some arrangement with carriers who are not newspaper-company employees.

The vast majority of carriers are youths 18 years old or younger. An increasing number of newspapers are using adults to deliver papers, either as independent carriers or as agents. There are no nationwide figures on how many carriers distribute over $5,000 worth of newspapers a year.

With this in mind, Riley cautions that "because newspaper distribution arrangements vary considerably, each paper will have to determine for itself whether its distribution arrangement comes within the specific terms of the 'direct seller' provision."

The bill also reaffirms a previous requirement for reporting payments of $600 or more per year for services. This provision, said Riley, could also apply to newspaper payments to distributors. But because most newspapers deal with distributors on a buy-sell basis rather than through a service contract, it would probably affect very few newspapers, she said.

During the past year, Robert L. Ballow, general counsel for the International Circulation Managers Association, advised newspapers to "prepare to assume this additional reporting burden."

Although "the direct sales provisions are aimed at . . . door-to-door cosmetic and housewares sellers and flea market booth operators," said Ballow, "the statute has a potentially wider application than may have been originally perceived."

As the tax filing deadline approached, newspapers were divided in their response to the law:

While waiting for definitive legal advice based on the to-be-issued IRS regulations, Phillip J. Meek, president and publisher of the Fort Worth Star-Telegram, said his "fear" was that "if during this period of uncertainty newspapers start to do it, they may set a precedent when it may turn out not to be necessary."

James Luther, circulation manager of The Virginian-Pilot and The Ledger-Star of Norfolk, Va., said his paper was "approach(ing) from the standpoint, 'we're not taking any chances.'"

"We're gearing up", he said. □

Health-care costs: a growing headache

By Clark Newsom
presstime labor writer

Newspapers and other businesses are still searching for a prescription to bring down the feverishly rising costs of providing health-care protection for their employees.

As those costs continue to mount at a level far outpacing the inflation rate, there is no miracle cure in sight. However, employers are using a number of palliatives to treat the problem.

Some of them are:

- Reducing health-care benefits. The typical benefit change is to raise deductibles so that employees must pay more of initial medical costs before insurance coverage kicks in.
- Becoming self-insured. Under such a system, the company pays into a trust account, and that money is used to pay benefits on a claim-by-claim basis.
- Sponsoring "wellness" programs that provide information on ways to minimize the risks of illness [presstime, June 1982, p. 34].
- Inducing employees to "shop around" when they or their dependents select a doctor, hospital or other provider of medical care.
- Encouraging employees to have necessary lab tests completed prior to hospitalization and to have certain routine surgical procedures performed in a doctor's office.
- Giving employees the option of joining a health maintenance organization, which provides prepaid health care instead of the more customary fee-for-service variety.
- Negotiating discounts from doctors and hospital administrators who are willing to grant reduced rates in return for a guaranteed flow of employee-patients.

Newspapers have been in the trenches fighting health expenditure increases for some time now [presstime, Aug. 1982, p. 28], but their efforts and those of other businesses have not produced the desired stabilization in costs.

They "are not really leveling off except in pockets around the country," says Willis B. Goldbeck, president of the non-profit, nationwide Washington Business Group on Health, which represents the health-policy views of 200 of the country's largest corporations. Overall costs of health care are increasing at "three times the rate of inflation," according to Goldbeck.

For this reason, the Health and Welfare Subcommittee of the ANPA Labor and Personnel Relations Committee has identified health-care "cost containment" as its major concern.

The one message that comes through repeatedly in talking to newspaper executives is the need to communicate to employees how they can help control costs.

"We feel the education of employees is very important," says Ann Reynolds, benefits administration manager of the Press-Telegram of Long Beach, Calif. "We've got to get employees to talk with their doctors about fees."

H. Rad Eanes III, vice president/human resources for Harte-Hanks Communications Inc. in San Antonio, says his company is looking for ways to encourage employees to be "smart" in individual dealings with health-care providers.

But negotiating may not work everywhere, benefit specialists note. If there is a shortage of doctors and/or hospital beds, they say you can forget it.

Coalitions and HMOs. The hottest new idea in the area of cost containment is the formation of coalitions of employers to negotiate discounts—those of 12 to 15 percent are not uncommon—with doctors, hospitals and insurers.

The Miami Herald is among the participants in the pioneering South Florida Health Action Coalition. It has developed a large data base that compares, for example, the average length of stay in various Miami-Fort Lauderdale area hospitals.

Barbara E. Ferranti, the Herald's manager of benefits and compensation, says the coalition is working toward establishing an employer-run "preferred provider organization." PPOs encourage employees and their families to go to selected doctors or hospitals because the insurer pays a greater share of the bill for PPO care than for that obtained elsewhere.

PPOs differ from that older character on the health-care stage—the health maintenance organization, or HMO—in that they do not force the employee to use selected doctors and hospitals to receive health benefits.

A lesser form of coalition, in which employers meet to exchange information on controlling health-care costs, also is cropping up around the country. Newspapers in Tampa and St. Petersburg, Fla., and in Long Beach and Sacramento, Calif., are part of such coalitions.

HMOs, too, are drawing increasing attention from newspapers. Dating back to the 1930s, the HMO concept got its biggest impetus for growth in 1973 when Congress passed legislation requiring employers to give employees the option of joining an HMO where one is available in the immediate area.

According to their proponents, HMOs provide health care at lower cost because participating physicians are typically salaried; they argue that this arrangement is more conducive to keeping patients healthy—and out of the hospital—than the conventional setup in which physician incomes are based on fees from care and hospitalization.

One newspaper where a large number of employees—43 percent of the total—have joined an HMO is The Wichita (Kan.) Eagle-Beacon. James P. Spangler, director of employee relations for the paper, says that "a great number of Wichita doctors participate in the HMO, called 'Health

Social Security reminder

The maximum Social Security tax paid by employers next year will exceed that paid by employees.

From the current maximum of $2,391.90 per employee for employers and employees alike, it will increase in 1984 to $2,646 for employers and $2,532.60 for employees.

This is because effective Jan. 1, the F.I.C.A. tax rate for employers will rise to 7 percent, while that for employees will stay at the current 6.7 percent. The wage base subject to the F.I.C.A. tax will expand from $35,700 to $37,800.

Care Plus Inc.,' and in many cases employees have been able to retain the family doctor they had before. We're very pleased with it."

Changes in plans. But for most newspapers, efforts to control the costs of providing health protection for their employees have involved changes in the insurance plan they offer.

One trend is toward self-insurance, where an employer—instead of making premium payments to an insurance company—places the money into a fund that pays doctors and hospitals for covered employee health care.

For example, Lee Enterprises Inc. of Davenport, Iowa, recently replaced Blue Cross/Blue Shield coverage with a self-insurance plan administered by Bankers Life Co.

Steven M. Davis, a Wichita Eagle-Beacon circulation sales manager, gets an explanation of HMO benefits from Lolly M. Appling.

Susan J. Feddersen, Lee's benefits administrator, says one of the major advantages is more control over costs. "We encourage people to shop around (for health care) like they do for other consumer products," she says.

Lee's employees have a choice of two options with different worker-contribution amounts and different benefit payment levels.

The Courier-Journal and The Louisville Times have been self-insured since January 1982. Claims administration is handled by Self Insured Services Co.

"We're satisfied with the flexibility that self-insurance gives us," says Frank J. Bilotta, corporate director of personnel. Costs continue to rise—"We're at the mercy of the market," Bilotta says—but he adds that they likely would be rising even more under the old insurance plan.

He says the company is now considering additional cost-containment steps. Pregnant employees are being made aware that there are such facilities as "birthing centers" where costs are considerably less than a hospital's maternity ward. Emergency-room coverage may be reduced, he says, and deductibles may be raised.

Higher deductibles were part of a cost-containment plan implemented this year by The State-Record Co. of Columbia, S.C., which includes two newspapers there as well as one in Myrtle Beach and two in Biloxi, Miss. The new plan held a mid-year premium increase to 14 percent, rather than 24 percent as originally proposed by the insurance carrier.

The magnitude of the problem of controlling spiraling costs is well-documented at The State-Record Co. In 1982, paid claims were 43 percent higher than those the previous year, and over the past five years the company experienced an average annual increase of 31 percent in cost of paid claims.

The cost-cutting changes in benefits mean employees will pay more out-of-pocket for health care, says John W. Gorsage, personnel manager of the Columbia newspapers. On the other hand, he says, premiums will not increase as much as originally projected and benefit payments for surgical coverage will be improved.

Besides increasing major-medical deductibles from $50 to $150 per plan participant, The State-Record Co. eliminated coverage for the first day's hospital room and board for surgical patients unless certain tests are run before the patient enters the hospital or unless surgery is performed within 24 hours of admission.

To encourage outpatient care, the company's policy covers 90 percent of miscellaneous hospital charges up to $620 for in-hospital care but 100 percent up to $620 for hospital-like care provided in a non-hospital setting, such as a so-called "surgicenter" or a doctor's office.

In addition, the plan was changed so that the maximum employees must pay out-of-pocket before insurance pays 100 percent of charges was increased from $500 to $1,000.

Ferranti of The Miami Herald says the trend is away from first-dollar coverage and toward 80-percent copayment coverage, after the deductible. "First dollar" is a term used by benefit managers to mean that the employee's very first dollar of medical expenses is covered for reimbursement, with no deductible requirement.

Gannett Co. Inc. came out with a new plan this year that the company expects will save money even though the entire insurance premium is now company-paid. Jacqueline D. Dienstag, corporate manager of employee benefits, says the plan has higher deductibles but offers financial incentives to employees to be concerned about costs. Some examples:

- Home health care, where a nurse comes to the home, is covered 100 percent for 40 days.
- Surgery on an outpatient basis is covered 100 percent, rather than 80 percent if performed in the hospital.
- If a second opinion is obtained for 11 stated surgical procedures, there is 100-percent coverage, rather than 50 percent if no second opinion was obtained. The idea is that second opinions sometimes rule out costly procedures that are unnecessary.
- If non-emergency admission to a hospital is made on a Friday or Saturday and no surgery is performed on those days, the coverage is only 50 percent for those two days.
- Treatment in an emergency room for reasons other than an emergency is covered 50 percent rather than 80 percent.
- Cost of generic prescription drugs are covered 100 percent, but brand name prescriptions only 80 percent.

Other measures taken by Gannett include auditing all hospital bills that exceed $10,000.

Reynolds of the Long Beach daily says her company orders audits of all bills over $15,000, "primarily the drug and lab charges where a high number of errors are often found." But she cautions that you have to consider "the cost of auditing versus the savings you get."

The future. Personnel relations specialists anticipate that all such cost-containment efforts will have to be accelerated and expanded in years to come. They point to statistics compiled by the Senate Special Committee on Aging showing that unless there is a comprehensive approach to the problem, by the year 2000 annual medical costs will average more than $2,500 (1983 dollars) for every person in the United States.

Health care costs for employers are already running at $77 billion a year, according to several published reports, and Goldbeck of the Washington Business Group on Health says the actual amount "is larger than that. There is no one group that is responsible for adding all the figures."

A survey of 305 chief executive officers of large U.S. companies, conducted by the consulting firm William M. Mercer Inc., found that while nearly a third expect employee health benefits will increase over the next five years, a surprising 25 percent anticipate they will be decreased during the period.

Currently, medical benefits are being trimmed by one in 10 companies, according to another survey, this one conducted by A.S. Hansen, benefits consultants. The survey of more than 1,600 firms indicated that employers expect 1984 will be a year for "fundamental changes" in benefit programs.

Robert E. Brophy, director of human resources for Scripps-Howard Newspapers and chairman of the ANPA Subcommittee on Health and Welfare, says that in the future, deductibles may be indexed to wage scales—for example, 1 percent of pay. Under this plan an employee earning $26,000 would have an annual deductible of $260 before benefits began; a coworker earning $31,000 would have a deductible of $310.

"I see self-funding of employee benefits as one of the ways to control costs," Brophy says. "Some people are saying the day is going to come when we go back to offering a schedule of benefits (specified payment amounts for specific procedures)."

Bilotta of the Louisville newspapers predicts there may be another fundamental change in the health-care picture of the future. "On the horizon," he says, "I see hospitals becoming more competitive and offering packages" of services to employers. □

Some Guild units disavow sanction of Mondale bid

The Newspaper Guild's endorsement of former Vice President Walter F. Mondale for President in the 1984 election has been repudiated by some of the union's 32,000 members.

Guild President Charles A. Perlik Jr. cast the union's votes in favor of the AFL-CIO's pre-primary endorsement of Mondale without a poll of the membership [presstime, Nov. 1983, p. 46].

The Wire Service Guild of New York City, which represents about 2,230 workers at the Associated Press and United Press International, has dissociated itself from the endorsement. The Wire Service Guild's six-member executive committee voted unanimously to disavow the endorsement based on the local's standing policy against supporting political candidates.

Four other groups have done likewise—The Washington Post unit, representing about 1,350 employees; the Lynn (Mass.) Daily Evening Item local, about 30 employees; the unit at The New York Times, representing about 2,000 employees; and the Times' Washington Bureau unit, which has about 35 members. □

Bingel apparent loser in bid for re-election

Robert S. McMichen, incumbent first vice president of the International Typographical Union, was the apparent winner in the union's Nov. 16 election for president and other international officers.

The defeat of Joe Bingel would mark the first election since 1944 in which an incumbent ITU president was defeated in his bid for another term [presstime, Nov. 1983, p. 44].

Bingel, 74, was elected president in 1978 and re-elected in 1980. He was seeking another three-year term.

McMichen was leading by a 58-percent margin in late November, according to a preliminary, unofficial count of the returns from more than half of the nearly 500 locals. The official tabulation of ballots was scheduled to begin Nov. 30.

It appeared that Robert L. Wartinger was re-elected a vice president and that Thomas W. Kopeck was re-elected secretary-treasurer for three-year terms beginning Jan 1. Allan J. Heritage, who was unopposed, will become first vice president. The race between Raymond E. Brown and William J. Boarman for a vice presidential seat was too close to call at press time.

Before the election, the ITU's five-man executive council accepted a Bingel recommendation that a special weekend convention be held shortly after Jan. 1 to consider a document for merger with the Teamsters.

"If they go ahead with that convention, they are not listening to the membership," said Bertram A. Powers, president of the ITU's largest local in New York City. Powers said the principal reason for Bingel's apparent defeat was membership reaction against a Teamsters merger without adequate consideration being given to a merger with the Graphic Communications International Union.

Another reason, he said, was that the ITU's 27,000 pensioners "felt Bingel wasn't paying enough attention to them." Powers is in favor of a merger with the GCIU rather than the Teamsters and supported McMichen.

In San Francisco, Leon Olson, president of Bay Area Typographical Union No. 21, said that McMichen's election "will slow down, if not halt, the move toward a merger with the Teamsters." Olson said his concern is that a continuation of a split executive council "may make it difficult to move in any direction. I hope he (McMichen) does move toward the GCIU." □

Publication continued

Guild strike at Toronto Star ends with two-year agreement

More than 1,000 striking employees of The Toronto Star failed to stop Canada's largest daily from publishing during a four-day strike by the Southern Ontario Newspaper Guild.

The union represents about 1,430 advertising, business office, editorial and circulation workers at the Star. About 150 Guild members crossed the union's picket line, which was set up Oct. 26.

Pressmen represented by the Graphic Communications International Union also crossed the line after they were assured by the company and the Guild that negotiations would continue during the strike.

Non-union composing room employees reported for work as well.

A tentative agreement reached Oct. 29 was ratified by the union's members Oct. 30. The new two-year contract, retroactive to Aug. 1, 1983, provides for a 9-percent wage increase the first year and a 7-percent increase the second year. The increases are capped at a maximum of $50.94 a week in the first year and $43.19 in the second.

During the last day of negotiations, the union was prepared to accept 9 and 7 percent over two years, but it wanted no cap. The company agreed to raise the caps from $48.13 in the first year and from $40.80 in the second, but only if this action resulted in an agreement.

The union's bargaining committee subsequently decided to recommend acceptance to the full membership.

A clause dealing with layoffs, which the company wished to eliminate, was continued in the new agreement, but the company and union exchanged letters, to be appended to the contract, limiting the scope of arbitration hearings on layoffs.

The new agreement had not been formally signed by the parties in late November. The delay stemmed from a dispute over alleged violations of a Nov. 1 "no recrimination" agreement between the company and union. In that agreement, both sides pledged they would take no legal or disciplinary action against employees in connection with their conduct during the strike.

A Guild publication issued Nov. 4 contained a story with a headline stating "Scabs will get the silent treatment." The story quoted the union's executive officer as saying that union members "who crossed our picket lines" should be "sent to Coventry" (ostracized). The story stated: "This means freeze them out, don't talk to them, and make their lives as miserable as you can."

Members at the Guild ratification meeting voted to set up a "committee of reconciliation for repentant scabs" to provide a "way back from Coventry."

The Star responded with a Nov. 8 letter from President David R. Jolley to John T. Bryant, the Guild local's executive officer, advising that the statements reported in the union's post-strike tabloid violated the Nov. 1 "no reprisals" agreement.

Jolley said the Star "will take whatever actions lie within its power to protect its employees from this kind of vicious reaction and to guarantee their legal and constitutional rights." He said the Star would delay the institution of any proceedings until Nov. 16 to permit Bryant "an opportunity to rescind your directive and take other steps . . . to ensure our employees are not . . . harassed or discriminated against."

On Nov. 15, Guild officials assured the Star that no reprisals would be taken. They said the union would publish in its official publication a "correction" that would "clarify" its position with respect to members who crossed the picket line. □

Newspaper delivery truck rolls through Guild picket line at the Star building.

ITU strike in Ontario passes first-year mark

By Robert B. Ross

The International Typographical Union looks like the loser in the only active labor dispute at a Canadian newspaper.

The ITU took on The Evening Tribune, the only daily newspaper in the small, blue-collar city of Welland, Ontario. The Tribune is part of the Thomson Newspapers Ltd. group, which owns 120 daily newspapers in North America, most of them in small cities and many non-unionized.

The union successfully organized the front shop—editorial, advertising, circulation and business office—over the winter of 1981-82. Trouble arose over the first contract, and talks soon ground to a halt over wages, union security and benefits. After six months of bargaining, conciliation and mediation, the situation erupted Oct. 6, 1982, into what management calls a strike but the union insists is a lockout [presstime, Aug. 1983, p. 29].

The ITU, once a craft union concerned with the back shop of newspapers, has branched out into the front shop, trying to bolster its sagging membership with white-collar workers.

Once on the street in Welland, union members mounted mass pickets and a city-wide boycott campaign with the help of local labor in the solidly unionized town.

After missing a few days at the start of the dispute, the Tribune resumed daily publication. Management personnel and workers from other Thomson papers crossed picket lines to publish the paper.

With outside workers and independent distributors trying to drive through angry pickets, tempers flared. Charges of violence, intimidation and trespassing were exchanged. Workers on both sides were charged with minor offenses. A car belonging to a non-union Tribune worker mysteriously caught fire and burned, an incident still under investigation by police.

Now, just over a year from the start of the dispute, the scene along Welland's East Main Street is quieter, but the conflict remains. Mass pickets are infrequent, all the charges have been dismissed and new workers have been hired by the Tribune to replace the 36 ITU members still off the job. Three of the original 40 people have since broken ranks to return to the Tribune while one has found a new job.

But the men and women of ITU Local 927 haven't given up. Not far down East Main Street from the Tribune's offices, they publish their own flashy tabloid, The Guardian Express, twice a week. First published Nov. 3, 1982, to put pressure on Tribune management by cutting into the daily's advertising, the Guardian now looks like it may be part of the Welland newspaper scene for a long time.

Tribune Publisher John Van Kooten says he's not worried by the competition. While Audit Bureau of Circulations figures for the six months ending Sept. 30 show Tribune daily paid circulation down to 16,112 from 18,585 before the dispute, Van Kooten says the Tribune is "a very healthy paper." He says the paper's recently launched "bingo" promotion netted "just over 1,200 new starts" in about 10 days. Since the beginning of the promotion, he says, "our linage and ad counts are both significantly over what we had last year at this time, before the strike."

Down the street at the storefront office of The Guardian Express, Ted Thurston, a former district editor of the Tribune, says there's no doubt the Guardian is hurting the Tribune, but he acknowledges the tabloid hasn't won the overall battle for the union. He says the union still considers the situation to be a labor dispute and is ready and willing to negotiate.

But with talks deadlocked, Thurston adds, union members are beginning to look beyond a contract with the Tribune. ITU organizer David Esposti says the union will keep the Guardian going and, if no contract can be won, find a buyer for it.

The ITU has already sunk about $100,000 into secondhand typesetting equipment for the Guardian. It also pays each member of the tabloid's staff "lockout pay"—half their Tribune wages. Thurston says the Guardian has become so profitable it has begun giving each worker a small amount of money to supplement the ITU strike allowance. The next step for the tabloid may be to publish three days a week, he says.

How this dispute reached its current impasse is obscured by controversy and anger. Publisher Van Kooten blames the difficulties on a handful of disgruntled employees. "The entire dispute could have been settled long ago," he says, "if it weren't for the personal bitterness of Ted Thurston and a clique of 12 or so people around him." He claims many of the workers would return to the Tribune but are "afraid" to.

However, other Guardian staffers, including those cool to the ITU's conduct of negotiations, scoff at the notion that Thurston or anyone manipulated or misled them.

Where this dispute goes from here is open to question. Van Kooten says the Guardian could be around for years. He clearly expects the Tribune to be around as well. He says advertisers who tried out the Guardian are returning because "they know we have the readership."

For Thurston and the others at the Guardian, digging in and holding on seem to be the only options. "We've got that message out loud and clear to our people," Thurston says—"dig in for the long haul and make this as prosperous as you can because it's the only hope you've got."

For newspaper readers in Welland, it's been an exciting year. The excitement may continue for some time to come. □

Ross is resources coordinator at the Carleton University School of Journalism in Ottawa.

Upstate New York daily hit by one-week strike

A one-week strike against The Leader-Herald of Gloversville, N.Y., ended Nov. 10.

Fulton County Typographical Union No. 268, which represents 35 composing and pressroom employees at the 14,083-circulation evening daily, struck over a renewal contract for the printers and an initial labor agreement for the pressmen. The pressmen had voted earlier this year to be represented by the union [presstime, Aug. 1983, p. 27].

In voting to end the walkout, the union's members accepted the company's wage offer and withdrew unfair labor practice charges the union had filed with the NLRB.

The newspaper continued publication during the strike, which began Nov. 3.

Arbitrator rules false VDT entries warrant discipline

An arbitrator has upheld the one-week disciplinary suspension of a classified advertising telephone sales representative at The Washington Post for entering false data into a video display terminal.

Ads entered into the computer system and then killed by the grievant gave her credit toward an incentive performance bonus. The matter was brought to the attention of management by a fellow employee in the department.

After an investigation, during which the grievant could not explain how the entries were made, she was suspended.

The Washington-Baltimore Newspaper Guild contended that the company's evidence was entirely circumstantial. However, Arbitrator Ira F. Jaffe found the grievant's denial of any recall regarding the transactions was "not credible," and he said the Post was justified in concluding that she was motivated by a desire to improve artificially her productivity figures to earn incentive compensation.

"The offense of entry of false data for any purpose is a serious one which justifies strong disciplinary action," he said. □

Montana's top court finds deliverer was employee

The Billings (Mont.) Gazette, its corporate parent Lee Enterprises Inc. and its insurance company have been found liable for workers' compensation benefits to a woman for injuries she received in an automobile accident after completing delivery of newspapers.

The woman was driving a car that belonged to a male friend who had a delivery contract with the newspaper. The Montana Supreme Court ruled 4 to 3 that she was an employee of her friend and that he was an employee of the Gazette rather than an independent contractor.

Earlier this year, in another case involving an automobile accident, a U.S. District Court ruled that The Jackson (Tenn.) Sun could not be held liable for damages for the alleged negligence of a delivery-route carrier. The court held that the carrier was an independent contractor [presstime, May 1983, p. 55]. □

Hearing ordered in bargaining dispute

The National Labor Relations Board has scheduled a Jan. 26 hearing before an administrative law judge on a complaint alleging that The Blade of Toledo unlawfully bargained to an impasse on a nonmandatory subject of bargaining.

The NLRB regional director in Cleveland, Bernard Levine, had refused to issue a complaint after Typographical Union No. 63 filed charges with the agency. The union appealed his decision to the NLRB's office of appeals [presstime, June 1983, p. 30].

The dispute is over the company's insistence on continuation of a contract clause giving it the unilateral right to offer early retirement incentives to individual composing room employees.

Levine upheld the newspaper by ruling that the matter was a mandatory subject that could be bargained to an impasse, but the NLRB's appeals section decided there are issues in the case that warrant a further hearing. □

Judge dismisses lawsuit over conflict of interest

A discharged reporter's $1.5-million lawsuit against The Leaf-Chronicle of Clarksville, Tenn., has been dismissed in Montgomery County Circuit Court.

Robert S. Dollar was fired after he applied for the job of Clarksville chief of police. After he announced his plans to apply for the job, he was advised that seeking it was a conflict of interest with his job as a reporter [presstime, July 1981, p. 51].

Judge Thomas Boyers III ruled that Dollar was subject to being "employed and dismissed at will" because he was working without a contract.

Dollar is appealing to the Tennessee Court of Appeals. □

Additional arbitration awards

Columbus (Ohio) Dispatch, Guild: Fred Witney set forth guidelines for the determination of work that can be performed by non-union circulation district managers without infringing upon the union's jurisdiction.

Detroit Free Press, Teamsters: Richard Mittenthal found the company was not prohibited by the labor agreement from charging circulation employees for the cost of changing locks and issuing replacement keys for those they had lost.

Kamloops (British Columbia) Sentinel, ITU: H. Allan Hope sustained the layoff of a journeyman printer after finding he lacked the requisite skills to replace an employee with less seniority.

Minneapolis Star and Tribune, Guild: Thomas P. Gallagher upheld management's right to change unilaterally the work schedule of circulation district managers.

Monessen (Pa.) Valley Independent, Guild: Hillard Kreimer held that the newspaper did not violate the labor agreement by making certain changes in work assignments in the advertising department.

Norristown (Pa.) Times Herald, ITU: Walter H. Powell ruled that the newspaper did not violate an agreement with its mailers when it began a bundle-drop system of delivery to carriers.

Terre Haute (Ind.) Tribune-Star, Guild: Charles F. Ipavec converted to a 13-month disciplinary suspension and demotion the discharge of a striking sports editor who used press credentials to attend a basketball tournament.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

NLRB elections

Bellevue (Wash.) Journal-American, GCIU: Composing room employees voted 19-4 in favor of representation by Printing and Graphic Communications Union No. 39.

(NLRB Case No. 19-RC-10815)

Harrisburg (Pa.) Patriot and Evening News, Guild: Editorial employees voted 58-25 in favor of continued representation by The Newspaper Guild.

(NLRB Case No. 4-RD-1143)

BEST AVAILABLE COPY

More papers & firms ante up

Flexography sweepstakes races into '84

By Paul Kruglinski
presstime technical writer

The interest newspapers and press manufacturers have shown in ANPAPRESS™ technology during the past year gives credence to some people's belief that the newspaper industry is entering an era of widespread flexographic printing.

ANPAPRESS technology is based on the flexographic printing process, which has existed for more than a century and has been used for printing on corrugated boxes, plastics and metals. The Association holds four patents on the technology used to print newspapers.

The ANPA adaptation of flexography takes two forms: pure flexography, such as is being tested currently in newspaper plants in Providence, R.I., and Atlanta, and modified flexography, such as has been implemented at newspapers in Easton, Pa., Decatur, Ill., and elsewhere [presstime, June 1983, p. 36].

The distinction is that pure flexography features a soft, shallow relief plate that receives water-based ink directly from an anilox roller and deposits the ink directly onto the printing medium; modified flexography, on the other hand, uses a conventional photopolymer or offset plate that receives oil-based ink from form rollers that are in contact with the anilox roller.

Several other newspapers have announced plans to install flexographic units in their press lines next year. And virtually every major manufacturer of newspaper presses has announced research and development projects in the flexography field.

In addition, three manufacturers of presses for more traditional flexographic printing have entered the business of either producing new flexographic newspaper presses or retrofitting newspaper letterpress presses to use flexographic technology.

However, in at least two instances—in Sarasota, Fla., and in Nashville—newspapers terminated year-long flexography tests and decided not to adopt the new technology.

Supporters cite certain advantages of flexographic presses: lighter weight, lower energy requirements, lower noise levels, reduced maintenance because of fewer moving parts, decreased labor requirements, decreased newsprint waste, keyless inking, reduced show-through, and elimination of ink misting and ink ruboff.

Another major reason why many newspapers have developed such an intense interest in flexography is that the per-unit cost of the technology can be considerably less than an offset unit.

Discounting consoles, folders, reel stands and other anciliary equipment, a double-width flexographic unit can cost little more than half as much as a double-width offset unit at today's prices.

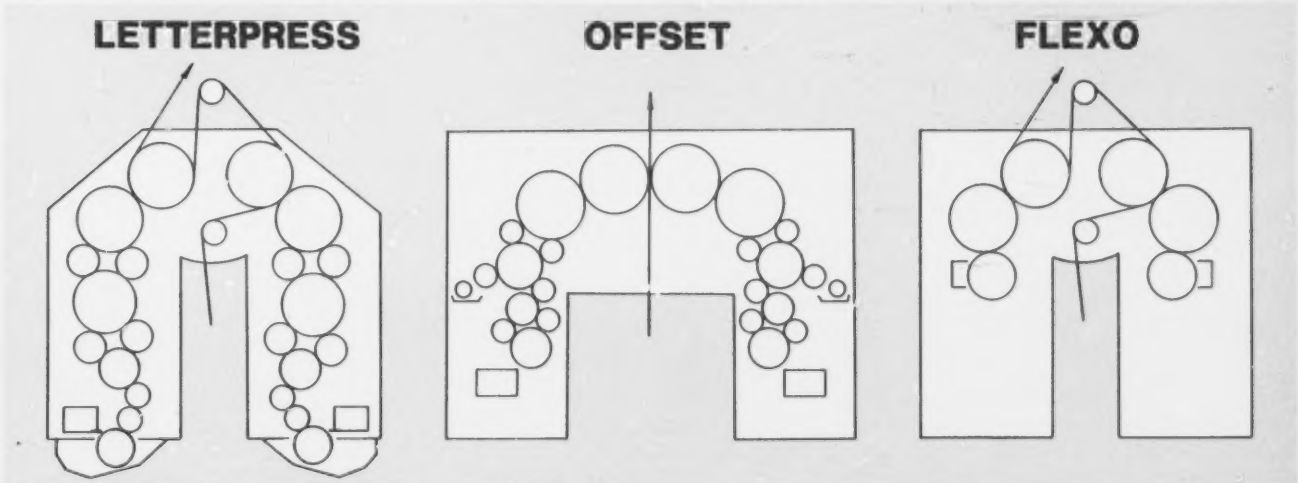
The Providence Journal Co., one of the forerunners in active research in flexography, continues to print the first section of its newspapers with two flexographic units—one produced by Windmoeller & Hoelscher Corp., the other by the Kidder-Stacy division of the Motter Printing Press Co. [presstime, July 1983, p. 7].

Jerry S. DeHimer, production director of the Providence Journal and Bulletin, reports that the two units are "95 percent of what we want them to be."

Both readers and advertisers have expressed pleasure because the printing process, using ink with a water base instead of an oil base, yields a newspaper that can be read without having ink come off on the reader's hands, and that does not have images from the back side of the page peeking through, according to DeHimer.

Nevertheless, the flexographic units at the Providence papers are "still looked upon as being experimental," he says. Providence's testing of flexography dates back to July 1981.

Problems with turbulence in the ink pan



Schematic illustrates the relative simplicity of flexographic technology compared to other printing methods.

that plagued high-speed runs were solved by redesigning the pan and by modifying ink pumps, according to DeHimer. However, the units still are not running perfectly, he says, because of press problems with the rubber packing behind the photopolymer plates.

The Providence dailies are now working on the problem, as are the similarly affected Atlanta Journal and Constitution.

According to Production Manager Harold J. Brown Jr., the testing of Kidder-Stacy units in Atlanta has been marred by instances where the packing did not stick to the plate cylinders, was not uniformly manufactured, developed low spots during the press run or formed air bubbles beneath the plates.

However, Brown says he has seen "enough good results to feel confident about flexography." The Atlanta experiment is scheduled to end in March and the Cox Enterprises Inc. flagship papers have not announced what will happen thereafter.

Unlike the Providence newspapers, the Atlanta papers are using two Kidder-Stacy units and a halfdeck to print spot color. To date, Brown reports that color registration has been no better than that achieved with the Journal and Constitution's letterpress press units, but he expects to improve registration on the units by the first of the year.

Working with the five suppliers that currently make water-based inks, the Atlanta newspapers have solved most of the problems of premature drying and of ink set-off—ink accumulating on the second impression cylinder—that have beset the experiment since it began in August.

Brown now believes flexography ultimately will replace offset printing as the common printing mode at newspapers—and in less time than it took offset to displace letterpress printing.

Flexography also is being tested at Greater Buffalo Press Inc., a commercial firm that prints Sunday comics and advertising inserts for newspapers. It has been achieving what some press observers call "spectacular" results with an eight-unit Kidder-Stacy press line.

Frank C. Saladino, project manager, reports the press is printing four colors on each side of the web at speeds of 38,000 to 40,000 impressions per hour, without experiencing problems with either premature drying or set-off.

Saladino says the wasted newsprint amounts to 2.7 percent, compared to 10 to 12 percent when printing the same products via the offset process.

Greater Buffalo Press is giving some thought to acquiring a 60-inch-wide press line to augment the current 48-inch press.

Spreading activity. The success of flexography at plants currently using it has had a magnetic effect on other newspapers and press manufacturers.

Next year, four newspapers will be establishing experimental programs in flexography, and two press manufacturers will be testing new flexographic units at newspapers.

The most ambitious undertaking will be instituted at the Fort Lauderdale (Fla.) News and Sun Sentinel.

The newspapers, owned by the Tribune Co. of Chicago, have contracted with Windmoeller & Hoelscher to build a totally flexographic press line that will include one four-color unit, one three-color unit and two two-color units, according to Thomas E. Rice, vice president/production director. The configuration will allow the newspapers to produce a 48-page edition, he says. Plans call for the press to run process color on a regular basis.

Rice says the goal of the project is "to see a free-standing flexographic press" in operation.

Because the units used in Providence and Atlanta are part of standing letterpress press lines, Rice says, the per-unit savings potential of flexography can't be properly evaluated.

"From what I've seen in Providence and Atlanta, I'm 90 percent sure about the flexographic process," says Rice. "If things go well (during the nine-month evaluation period), we'll expand the press to seven units."

The press is scheduled to be in operation by December 1984 or January 1985.

Plans to begin experimentation with flexography are also in the works at the Press-Telegram of Long Beach, Calif.

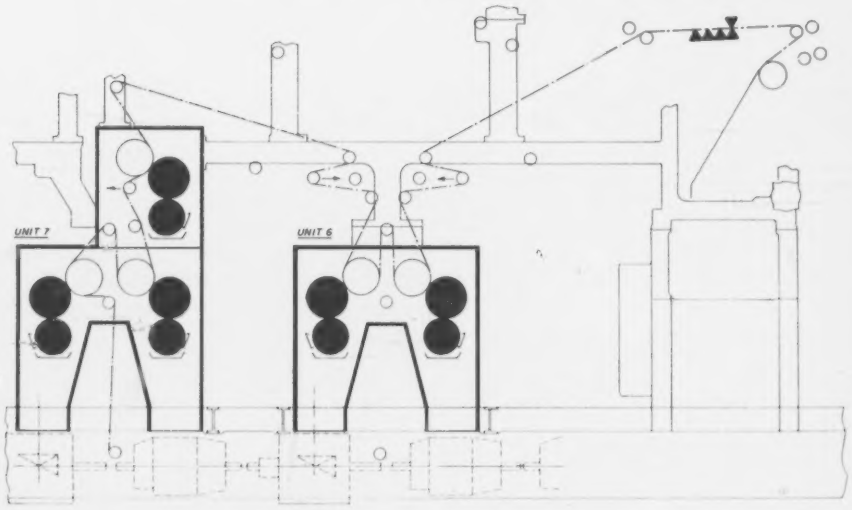
The newspaper has made a tentative recommendation on the project to its parent company, Knight-Ridder Newspapers Inc., according to General Manager Vance R. Caesar.

If the plans are approved, he says, the newspaper will use two Kidder-Stacy units with color halfdecks to run four-color process.

"We want to find out how well we can run four-color process and how fast," he says. "As long as we are making progress, we won't give up on it."

Meanwhile, on the press manufacturers' front, several more companies are preparing to enter the newspaper-flexography field.

Schematic of M.A.N.-Roland press for The Miami Herald



Impression cylinder Plate cylinder Anilox roller

M.A.N.-Roland USA Inc. will be making its initial entry in the flexography market with the introduction of two units and a color halfdeck at The Miami Herald.

According to Boykin C. Wright, vice president/operation of the Knight-Ridder flagship paper, M.A.N.-Roland was selected because it could handle the project's research aspect more expeditiously.

Although initial plans call for a six-month test, Wright says the experiment will entail equipment changes, and "it will probably take us a year or more to feel comfortable with the redesigned equipment."

The units will run process color within a standing letterpress line, he says, adding, "I see it as having great quality potential."

After a three-month installation period, Wright says, the units should be running in September 1984.

The Graphic Systems Division (Goss) of Rockwell International Inc. also is poised to enter the flexography sweepstakes. The company, in a joint venture with Paper Converting Machine Co., a Green Bay, Wis.-based manufacturer of flexographic presses, is in the process of converting a Goss Headliner Mark I letterpress unit to flexography.

The Washington Post provided the prototype unit and has tentative plans to convert eight such units and add three color halfdecks by October 1984.

In addition, Koppers Co. Inc. of Glen Arms, Md., is currently involved in negotiations with an unnamed "large metropolitan daily" newspaper to provide retrofit flexographic units, according to Meyer L. Ruthenberg, product manager/equipment. The firm is converting a three-unit Goss Mark I press with two halfdecks that will run inserts for the Eastern Color Printing Co. in Avon, Conn.

And Printing Press Services Int., a British-based maker of flexographic retrofit units, says it is conducting talks with "several" newspapers to provide experimental production press units.

William D. Rinehart, ANPA vice president/technical, a longtime supporter of flexography, says the newspaper and press manufacturer interest in ANPAPRESS technology proves the viability of the process.

"Flexography or modified flexography is a new art," he says. "As such it needs a lot of research in ink and plate development."

Rinehart points out that the cooperation between newspaper and press vendors has made considerable headway toward solving lingering technical problems. "There's every reason to believe that the quality of the newspaper products will improve," he says.

If there is a downside to the flexography story at newspapers nowadays, it is that two newspaper plants that had installed flexographic presses decided after a test period to remove them.

For one year, The Sarasota Herald-Tribune ran one flexographic color deck, made by Faustel Inc. of Butler, Wis. But after Lindsay Newspapers Inc. sold the newspaper last year to The New York Times Co., the new ownership decided to build a satellite offset printing plant, which brought an end to the experiment.

Also in 1982, the Newspaper Printing Corp. of Nashville, which publishes The Tennessean and The Nashville Banner, dropped a 15-month experiment that involved a flexographic retrofit of a Goss Headliner Mark I [presstime, Nov. 1982, p. 38].

"It was costing us a lot of down time," explains W. Donald McGahan, NPC's operations director. "There were times when we waited weeks for parts."

However, McGahan does not pooh-pooh either the research done by the firm or flexography itself.

"I think what we did was useful," he says. "We felt like we served our time, and it was time for us to get out of it. I've seen enough to realize that flexography will be a viable way to print on newsprint. □

World's largest daily converting to ANPAPRESS

By William D. Rinehart

Yomiuri Shimbun, the world's largest-circulation daily newspaper, is converting its letterpress press lines to the Tokyo Kikai Seisakusho version of the ANPAPRESS™ keyless inking system.

The Tokyo-based daily, which has a circulation of 13.6 million (8,858,000 morning and 4,868,000 evening), has converted about half of its 81 relatively new letterpress units into units employing an anilox ink roller and two ink form rollers.

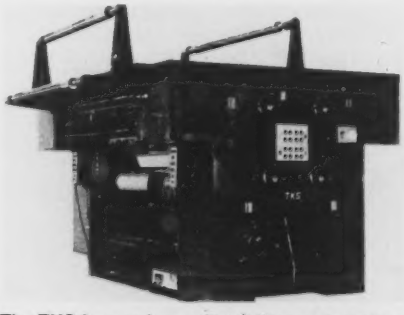
The combination is a proven technology in lowering energy needs and minimizing pressroom labor requirements.

The newspaper plans to convert the rest of the press line by early next year.

Hisao Oka, managing director of production, says the converted units have helped decrease printed waste to 0.5 percent of the press run.

Yomiuri Shimbun contracted with TKS, a major Japanese press manufacturing and conversion firm, to retrofit the press units with the anilox inking system. TKS was the first firm to sign on ANPA license agreement to use ANPAPRESS technology.

The current technological developments between Yomiuri and TKS are not the first.



The TKS four-color, anilox letterpress press

Within the past year, the daily installed a TKS four-color unit with a common impression cylinder, using a modified flexographic ink system [presstime, July 1983, p. 8]. This comparatively light, compact unit, placed above existing units, quietly runs quality process color using plastic plates.

Printing with the same oil-based inks that standard letterpress units use, the units are achieving quality color reproduction, Oka says.

Yomiuri uses Japanese-made electronic scanners for its color separations, and the plates are mounted on special saddles for the "Keyless Inker" units.

Yomiuri's conversion to the anilox process proves that with proper color separations, the anilox inking system can yield quality color.

The Express of Easton, Pa., is printing high quality with a similar anilox system. □

Rinehart, ANPA vice president/technical, recently visited Japanese newspapers.

Color pages to double by 1990

Ink makers respond to changes

By 1990, the number of newspaper pages containing process color will double—from 2 percent to 4 percent of all pages printed, according to a new Printing Industries of America research study.

The study, conducted by Dunn Technology Inc., sampled 35 newspapers nationwide, ranging from 10,000 daily circulation to more than 1 million.

The finding underscores something that ink manufacturers are well aware of—newspapers are buying and using more color inks.

Although precise figures on increased sales and production are not available, Ronald C. Baker, president of United States Printing Ink Corp., estimates that newspapers have increased use of color inks 10 percent since the beginning of this year.

"We've seen at least a 20-percent increase in ROP color in newspapers in the last year or two," says another ink company executive, Michael L. Traidman, marketing manager for the General Printing Ink Division of Sun Chemical Corp.

Not only is the appetite for color inks growing, but the variety of ink customers is also expanding. Today's offset presses come in any number of brands and configurations. Retrofit units are available to convert letterpress presses to offset. Some letterpress presses also can be used to print process color. And color flexographic printing is now being introduced into the newspaper industry.

This diversity of presses has put pressure on ink manufacturers to meet "more individualized needs," says Robert Mayer, manager/technical services for the J. M. Huber Corp. of Edison, N.J. "The guy may have a conversion press, and maybe there are only three others in the country," Mayer points out, "but you have to meet his needs."

Additionally, the general trend toward offset printing has implications for ink producers, because the variables associated with the offset printing process make offset inks more difficult to manufacture than letterpress inks.

Ink companies also are feeling the effects of a sweeping emphasis in the newspaper industry on quality control. "Where there was a tendency to not use ANPA (color printing) standards for economic reasons," Baker says, "that trend has reversed itself."

"Our customers are becoming more technically demanding," adds Leonard A. Walle, marketing manager for Flint Ink Corp. "It requires additional field support" to the newspapers.

Traidman says Sun Chemical has had to expand its laboratories, institute more ink tests, enforce stricter production and testing controls, and devote more technical personnel to research and development and quality control.

The ink officials say production and quality have not been undermined by the new demand for color inks, because they anticipated rising demand for color inserts over the last five years. Now they are also planning to meet rising demand for ROP color. □

ANPA ink technician Russell Shook prepares ink sample for tests.

Technology notes

Newspapers that use presses manufactured by Tokyo Kikai Seisakusho Ltd. are forming a users group.

Richard E. Lewis, vice president/operations at The Record of Hackensack, N.J., said that the **TKS Users Group** will formalize a loosely organized association of 47 TKS users worldwide.

The group will hold its first meeting Jan. 17 in Beaumont, Texas, "to establish bylaws, elect officers, (and) visit The Wall Street Journal plant there," among other things, he said.

Lewis, one of the organizers of the group, said interested parties may contact him at (201) 646-4482.

• • •

Penta Systems International Inc., a Baltimore-based maker of computer systems for the publishing industry, has **acquired the Shaffstall Corp.** of Indianapolis.

Penta computer systems perform automated text processing and electronic pagination, while Shaffstall is a manufacturer of microprocessor-based systems for data translation in information processing.

According to John L. Pie, acting vice president/finance for Penta, the acquisition will allow the two firms to better complement each other.

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By year's end, The New York Times national edition will be printed at a **fourth printing location,** this one near San Francisco.

The Times' initial press run at the Lesher Communications Inc. printing plant in Walnut Creek, Calif., will be 25,000 for the weekday edition and 35,000 for the Sunday edition. The newspapers will be distributed from Monterey, Calif., north to Western Canada and east to Denver.

The national edition's pages will be sent via satellite transmission to Walnut Creek, just as they are at existing remote printing facilities in Chicago, Lakeland, Fla., and Torrance, Calif. [presstime, Oct. 1981, p. 53].

Technology calendar

The **ANPA technical committees** will meet Jan. 10-11 at The Newspaper Center.

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The **Itek CPS Users Group** will hold its semiannual meeting Jan. 15-17 at the Queen Mary, Long Beach, Calif.

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The **ANPA/Canadian Pulp and Paper Association Joint Standing Committee** will meet Feb. 9-10 in St. Petersburg, Fla.

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America•East Newspaper Production Conference will be held March 28-30 at the Hershey Lodge and Convention Center, Hershey, Pa. The conference is sponsored by the Pennsylvania Newspaper Publishers Association.

• • •

The **ANPA Operations Management Conference & Exposition** will be held June 9-13 at the Georgia World Congress Center in Atlanta. □

Labor contracts ratified for mills in three states

Labor contracts have been ratified at newsprint mills in Alabama, South Carolina and Oregon.

Members of the United Paperworkers International Union ratified a three-year contract Oct. 19 at the Alabama mill of Coosa River Newsprint Pulp & Forest Products Co., a unit of Kimberly-Clark Corp. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

UPIU members at Catawba Newsprint Co.'s Catawba, S.C., mill, a Bowater Paper Co. property, then followed on Nov. 4 by ratifying a three-year contract that includes the same wage increases. The settlements reflect those reached earlier with St. Regis Paper Co., Lufkin, Texas, and International Paper Co., Mobile, Ala.

In Oregon, the Association of Western Pulp & Paper Workers at Publishers Paper Co.'s Oregon City mill ratified a four-year extension of their labor contract that had been due to expire March 15, 1984. The extension provides for whatever wage increases are ratified by the union in 1984 at the company's other newsprint mill, in Newberg, Ore.

Contracts have not been negotiated at two other mills.

The UPIU is meeting with officials of FSC Paper Corp.'s Alsip, Ill., mill, where the union's contract expired Oct. 28.

Meanwhile, a UPIU strike that began Sept. 4 continues at Boise Southern Co.'s DeRidder, La., mill, where paper machines are being operated by non-union workers. No further meetings between the two sides were scheduled as of late November.

In Canada, meetings are continuing between the Canadian Paperworkers Union, the Pulp and Paper Workers of Canada, forest products companies and a private mediator on an agreement to replace contracts that expired earlier this year [presstime, Nov. 1983, p. 37]. □

Newsprint notes

Bowater Canada Ltd. said in November that it intends to **sell its newsprint mill** in Corner Brook, Newfoundland. The company is negotiating with a potential buyer and is optimistic that an agreement might be reached by the end of this year.

The mill is being sold in an effort to "consolidate Bowater's assets in the southern U.S.," a spokesman noted. Bowater had permanently closed one of five newsprint machines at the mill earlier this year because of high production costs and poor mechanical condition.

Seventy-five percent of the mills' 294,000-metric-tons-a-year output is shipped to European markets.

• • •

Great Lakes Forest Products Ltd. announced in November that it **will not participate in the building of a newsprint mill** in northeastern Arizona on land owned by the San Carlos Apache Indians. The decision was made after the company received results of a recently completed feasibility study [presstime, Sept. 1983, p. 40]. □

Newsprint price hike looms March 1

MacMillan Bloedel Ltd., Canada's largest forest-products company, has announced it will increase its newsprint prices for U.S. and Western Canada customers on March 1.

The U.S. price will be raised from $468.50 to $500 a metric ton ($425 to $454 a short ton), a 6.7-percent increase.

The company said that it would continue to offer a 5-percent discount to U.S. customers who purchase 100 percent of their contracted annual tonnage. When the discount is included, the price will rise from $445 to $475 a metric ton ($403 to $431 a short ton).

The Canadian price, which does not include a discount, will rise from $515 to $540 (Canadian) a metric ton, an increase of 4.9 percent.

The company said the adjustments will return prices to October 1982 levels [presstime, Aug. p. 34]. □

ANPA protests tariff changes for newsprint

ANPA has registered its deep concern over a plan to change the way newsprint is defined in U.S. tariff schedules.

At a Nov. 21 hearing by a committee of the Office of the U.S. Trade Representative, ANPA Newsprint Committee Chairman Donald N. Soldwedel argued against eliminating the current U.S. definition of newsprint, which is based on whether the "chief use" of the paper is for newspapers. He said the plan to replace this definition with a "narrow, technical definition" of an international body "could discourage newspapers' use of new newsprint technologies and future opportunities."

Newsprint currently is imported into the United States without duty.

At the Washington, D.C., hearing, ANPA expressed its strong opposition to a plan by the U.S. International Trade Commission to convert U.S. tariff schedules to a new international nomenclature.

Eugene A. Rosengarden, director of the Office of Tariff Affairs at the USITC and the U.S. representative to the international deliberations, has said that ANPA's concerns were taken into consideration when the U.S. proposal was drawn up. He said a new duty-free "roto newsprint paper" category was created in the U.S. tariff schedules to cover paper currently considered newsprint, which the Association has said would not be considered "standard newsprint paper" under the new definition [presstime, Sept. 1983, p. 40].

Soldwedel, president and publisher of Western Newspapers Inc. of Yuma, Ariz., said ANPA "objects to separating a significant portion of newsprint paper from the traditional standard newsprint paper category." He said "papers of any quality, if chiefly used in newspapers, should enter this country duty-free under a single tariff classification."

The USITC plan was sent to the President this summer. The hearing was part of executive branch review of the plan.

Congressional action is required for the change, but legislation to achieve it is not expected to be introduced until 1985. □

Consumption climbs again in October

Newsprint consumption by U.S. daily newspapers increased 3 percent in October compared to 1982 levels—the 10th increase in as many months this year.

Consumption by all U.S. newsprint users increased during the month by 5.3 percent, marking the eighth straight monthly increase in this category.

For the first 10 months of this year, consumption by U.S. daily newspapers was up 3.1 percent from 1982, and that of all U.S. users was up 3.9 percent.

At the end of October, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 40 days, compared with 46 days at the end of October 1982. North American mill stocks at the end of October were down 13.5 percent.

Production was up 7.4 percent in Canada and down fractionally in the United States in October. Ten-month production totals were 2.1 percent and 0.7 percent higher than a year ago in Canada and the United States, respectively.

The October operating rate for Canadian mills was 88 percent. At U.S. mills, it was 87.3 percent.

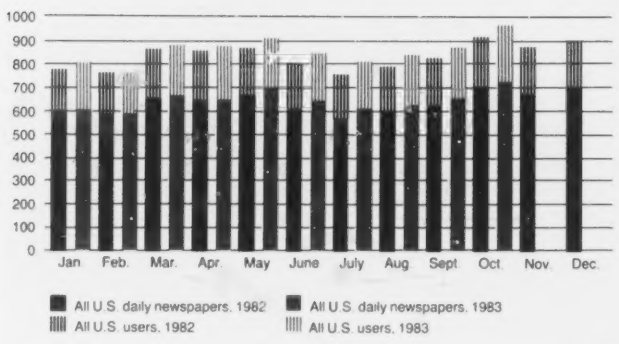
Estimated consumption of all U.S. daily newspapers[1]

Region	September 1983	September 1982	% Change
Northeast	162,658	156,812	+3.7
North Central	146,794	142,913	+2.7
South	210,632	196,577	+7.1
West	144,353	143,452	+0.6
Circulation size			
up to 25,000	52,930	59,698	-11.3
25,001-100,000	119,134	121,219	-1.7
Over 100,000	492,373	458,837	+7.3
September totals	664,437(r)	639,754	+3.9(r)
Nine-month totals	5,813,068(r)	5,636,633	+3.1(r)
Region	**October 1983**	**October 1982**	**% Change**
Northeast	181,816	178,332	+2.0
North Central	160,836	154,494	+4.1
South	228,146	216,226	+5.5
West	154,501	155,390	-0.6
Circulation size			
up to 25,000	55,939	65,651	-14.8
25,001-100,000	127,963	131,487	-2.7
Over 100,000	541,397	507,304	+6.7
October totals	725,299(p)	704,442	+3.0(p)
Ten-month totals	6,538,367(p)	6,341,075	+3.1(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
August 1983	848,560	40(r)	6
August 1982	952,067	49	6
September 1983	811,782(r)	37	5
September 1982	897,812	42	6
October 1983	795,857(p)	35(p)	5(p)
October 1982	861,131	40	6
Canadian mills			
October 1983	343,754	--	--
October 1982	416,860	--	--
U.S. mills			
October 1983	119,003	--	--
October 1982	118,024	--	--

Estimated newsprint consumption, 1982-83 (thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
August totals	846,000(r)	806,000	+5.0(r)
September totals	885,000(r)	836,000	+5.9(r)
October totals	977,000(p)	928,000	+5.3(p)
Ten-month totals	8,636,000(p)	8,314,000	+3.9(p)

Production

	Canada	U.S.A.	North America
October 1983	750,112	405,985	1,156,097
October 1982	698,251	406,061	1,104,312
Increase or decrease	+51,861	-76	+51,785
	+7.4%	-0.02%	+4.7%
Ten months 1983	7,003,537	3,897,605	10,901,142
Ten months 1982	6,861,407	3,871,076	10,732,483
Increase	+142,130	+26,529	+168,659
	+2.1%	+0.7%	+1.6%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1983	551,556	85,496	127,212	764,264
October 1982	485,409	76,191	122,761	684,361
Ten months 1983	4,929,406	794,764	1,228,280	6,952,450
Ten months 1982	4,599,780	777,112	1,261,541	6,638,433
Increase or decrease	+329,626	+17,652	-33,261	+314,017
	+7.2%	+2.3%	-2.6%	+4.7%
From U.S. mills				
October 1983	386,865	19,584	----	406,449
October 1982	377,136	20,892	----	398,028
Ten months 1983	3,642,746	222,265	----	3,865,011
Ten months 1982	3,553,643	237,052	----	3,790,695
Increase or decrease	+89,103	-14,787	----	+74,316
	+2.5%	-6.2%	----	+2.0%
From North American mills				
October 1983	938,421	105,080	127,212	1,170,713
October 1982	862,545	97,083	122,761	1,082,389
Ten months 1983	8,572,152	1,017,029	1,228,280	10,817,461
Ten months 1982	8,153,423	1,014,164	1,261,541	10,429,128
Increase or decrease	+418,729	+2,865	-33,261	+388,333
	+5.1%	+0.3%	-2.6%	+3.7%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

BEST AVAILABLE COPY

Newhouse, Pulitzer plan to share St. Louis profits

Justice intervenes in breakup of JOA

By Neil D. Swan
presstime staff writer

In an unexpected and unprecedented action, the U.S. Justice Department actively sought prospective buyers for a failing newspaper after the owners said they intended to cease publication.

But in late November, the government's effort to keep the St. Louis Globe-Democrat alive seemed unlikely to succeed. The Justice Department Nov. 22 decided not to extend its deadline for finding a buyer, even though some 35 individuals or groups had made inquiries, and had been referred to Newhouse.

When Newhouse Newspapers announced Nov. 7 that it planned to shut down the newspaper Dec. 31 because of "substantial losses for many years," the government acted immediately to seek prospective buyers for the paper. It issued press releases and contacted newspaper brokers, a spokesman said.

The government thrust itself into the newspaper marketplace on a claim that the antitrust exemption granted the Globe-Democrat and St. Louis Post-Dispatch under a joint operating agreement authorized such federal intervention to try to keep the Globe-Democrat alive.

The government made clear that any purchaser of the paper would have to operate it outside of a JOA, and there was considerable skepticism within the newspaper industry over whether an independent Globe-Democrat could make it when a Newhouse-owned Globe-Democrat published under a JOA could not.

Since 1959, the Globe-Democrat has been printed by the afternoon Post-Dispatch. St. Louis was one of the situations "grandfathered" by the Newspaper Preservation Act of 1970, which gave a statutory basis to government policy of giving antitrust immunity to a city's competing newspapers where one of those papers is in danger of failing.

In 1979, the St. Louis JOA was extended to include common business, advertising and circulation departments, leaving the Globe-Democrat with only an editorial operation.

Newhouse and Pulitzer reportedly agreed to evenly divide profits or losses from the two St. Louis papers under a contract extending through the year 2034, with three 30-year options to extend.

If the closure goes through, it would be the first ever for a newspaper under a JOA.

Justice spokesman Mark T. Sheehan said that if "we are convinced no serious buyer has appeared by Nov. 22, the department will not object" to the closing of the newspaper, although Sheehan said the deadline could be extended to accommodate potential buyers.

But the department decided against extending the deadline. In a "week or so" after that Nov. 22 date, Sheehan said, the department would ask Newhouse lawyers whether they had received any serious purchase inquiries.

Sheehan said Newhouse first contacted the Justice Department last summer about its plans to close the Globe-Democrat. "We agreed it was in financial difficulty," he said, "but we raised the question of searching for a buyer at that time."

Justice officials said if the Newhouse newspaper group closes the Globe-Democrat but continues to share in the profits of the Pulitzer Publishing Co.'s Post-Dispatch, as the proposed closure agreement between the two companies specifies, the action can qualify for immunity from antitrust laws only if no buyer can be found.

Newhouse and Pulitzer reportedly agreed in 1979 to evenly divide profits or losses from the two papers under a contract extending to the year 2034, with three 30-year options beyond that. In determining several months ago that the Globe-Democrat was, in fact, in financial trouble the Justice Department said that contract could continue in effect after the Globe-Democrat's scheduled closure on Dec. 31 of this year.

Despite the fact that the Globe-Democrat's financial problems had been known for some time, the announcement of plans to close it came as a surprise, particularly to its editorial staffers, many of whom later signed a statement supporting efforts by employees to buy the paper.

But on Nov. 19 the Globe-Democrat employees accepted a severance proposal from Newhouse to The Newspaper Guild.

If the Globe-Democrat does close down, it would be unusual in that a.m. papers in recent years usually have been stronger than their p.m. competitors. (Another exception to that rule is Seattle, where the morning Post-Intelligencer had to enter into a JOA with the evening Times earlier this year to avoid closure.)

In fact, while both St. Louis papers have lost circulation over the last two decades, the Globe-Democrat has come from behind and, with a daily circulation of 255,141 as of last Sept. 30, now exceeds that of the Post-Dispatch with 230,025.

One factor hurting the Globe-Democrat was that under the JOA, it published no Sunday edition. The Sunday Post-Dispatch has a circulation of 454,565.

Newspaper analyst John Morton of the investment firm Lynch, Jones & Ryan also noted that both St. Louis dailies have been hurt by the loss of inner-city population and by the concomitant growth of strong weekly newspapers that ring the city in the Missouri and Illinois suburbs.

"Those suburban newspapers, many of them free-distribution weeklies and some having agreements to jointly sell advertising, have made it much more difficult for two newspapers to survive in St. Louis," Morton said.

In the Missouri suburbs of St. Louis, there are five paid weeklies with a total circulation of 194,160 and six free-distribution weeklies with a total circulation of 288,073. In the Illinois suburbs, there are 11 paid weeklies with a total circulation of 102,210 and two free weeklies with a circulation of 25,000. □

Purchase of NNA ad-rep firm blocked by 'legal problems'

The tentative agreement by a group of state press associations to purchase the advertising representative firm owned by the National Newspaper Association has been dissolved.

A new, tentative agreement has been reached whereby NNA would retain ownership of American Newspaper Representatives Inc., but the firm would be managed by a board of press association managers.

When "legal problems" arose trying to finalize the initial agreement, reached during the annual NNA Convention in September, negotiations were discontinued "by mutual agreement," said Eugene G. Carr, executive vice president of the North Dakota Newspaper Association [presstime, Oct. 1983, p.53]. Carr is chairman of the five-member board that will oversee ANR operations. One board member was chosen from each of the five ANR regions.

Carr said the board will take measures to reduce ANR expenses and at the same time increase sales and promotion efforts. He said it will ask newspapers using ANR services to contribute $25 each in a "recapitalization" drive. And, he said, it is planning an "immediate search" for a person to succeed ANR Executive Vice President Joseph J. Amodeo when he retires in two years.

The Executive Finance Committee of the NNA Board of Directors has approved the new agreement. The NNA board will make the necessary bylaw change to implement the agreement at its Dec. 8 meeting, according to Executive Vice President W. Melvin Street. □

Newspapers urged to answer survey

The National Newspaper Association has urged U.S. newspapers to respond to a survey its foundation is conducting to help draw a statistical profile of the newspaper business.

In late November, NNA Executive Vice President W. Melvin Street said he was not happy with the number of returns thus far. The goal of the National Newspaper Foundation project, he said, is to get "as large a representative group as we can get."

The survey asks questions about circulation and average edition size, production statistics, revenues, personnel, distribution methods, competitive forces, and equipment. Participating newspapers will receive a computer-generated report of how they compare with other newspapers of the same size. The deadline for responses is Dec. 30. □

PAGE cooperative has 15 papers, hopes to reach 25

The board of directors of a new purchasing cooperative for independent daily newspapers and small, privately owned groups met Nov. 16 in Philadelphia to review progress made.

The cooperative, called Publishers Associated to Gain Economy, or PAGE, was formed after a group of independent publishers met to discuss the idea at last April's ANPA Convention in New York City. It was incorporated last summer in Washington, D.C., as a cooperative association.

H. Charles Berky, a private consultant who serves as PAGE secretary, said 15 newspapers are now "on board," and the group is aiming to get 25 signed up before beginning negotiations with suppliers.

To become a subscriber, a newspaper must pay a $15,000 fee that is fully refundable should the paper decide later to pull out of the cooperative.

PAGE officers are Joe Smyth, president of Independent Newspapers Inc., a group that includes the Delaware State News of Dover, president; Willmott Lewis Jr., publisher of the Valley News in White River Junction, Vt., vice president; and P.E. (Pete) Eyerly III, publisher of the Press-Enterprise of Bloomsburg, Pa., treasurer.

PAGE members will meet on April 28 in Montreal, just prior to the 1984 ANPA Convention. □

'Shoe' **By Jeff MacNelly**

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123-year-old daily shuts down in suburban Vancouver, B.C.

The first total shutdown of a Canadian daily newspaper this year occurred Nov. 15 when The Columbian of suburban Vancouver, British Columbia, published its final edition. The 123-year-old daily was the oldest newspaper in the province.

The owners of the 19,468-circulation evening daily, R.D. "Rikk" Taylor and his aunt, had been actively seeking a buyer but were unable to locate one.

The New Westminster-based company, which included five weeklies and a commercial printing division, was declared bankrupt Oct. 14 but was kept running for several weeks by the trustees in the hope that a buyer would step forward [presstime, Nov. 1983, p. 50].

Taylor blamed the closing on the economy. "The recession in Western Canada was deeper than anyone imagined, especially on retail trade," he said.

Publisher Victor D. Barber said the trustees thought the economy would improve in the third quarter, "but it didn't."

The commercial printing division "will continue to operate under the umbrella of the trustees," he said. "I think it will be sold as a going concern."

Barber said "50 or 60" employees are continuing to work in the printing plant. The company had 200 full-time employees, 150 part-time workers and 700 carriers.

Employees who lost their jobs in the shutdown are due about $1.5 million (Canadian) in severance pay, he reported.

Under Canada's bankruptcy laws, the employees will be considered among the company's "preferred creditors" only for the first $500 owed each of them. For any amount beyond the $500, they will be considered "unsecured" creditors. "They have some hope of getting something, but not 100 cents on the dollar," Barber said. "It depends on the sale of assets."

The publisher said the total liability of the company was "in the neighborhood" of $7.5 million. Last June, when creditors approved a proposal under the Bankruptcy Act to restructure the newspaper's payments, the company's assets were valued at $6.5 million.

In late November, Taylor was part of a group that was in the process of purchasing the titles of the weeklies. He said he hoped "a new group of weeklies" would be set up.

R.D. "Rikk" Taylor

Earlier this year, another British Columbia paper, The Sentinel of Kamloops, converted from its status as a paid daily to a free-circulation paper published three times a week; and the morning Moncton (New Brunswick) Times combined with the evening Transcript into the Times-Transcript, a p.m. paper [presstime, Sept. 1983, p. 48]. □

Inland association picks Reg Ivory

R.E. (Reg) Ivory, head of the Florida Press Association since 1975, will become executive director of the Chicago-based Inland Daily Press Association, effective Dec. 1.

Membership in the Florida group tripled during Ivory's tenure there.

The Florida association now lists every weekly and daily newspaper in the state as a member.

Ivory has also served as director of the Florida Press Center, which houses 50 newspaper, radio and TV reporters who make up the capital press corps.

Inland is the largest and oldest regional association of daily newspapers in the United States. □

Final arguments heard in Canadian conspiracy case

Final arguments were heard Nov. 16 in the trial of Southam Inc. and Thomson Newspapers Ltd. on charges they formed a conspiracy to lessen newspaper competition in violation of Canada's Combines Investigation Act.

Ontario Supreme Court Judge William Anderson subsequently announced that he would render a decision in the case on Dec. 9.

The scope of the trial that began Sept. 19 was considerably narrowed Oct. 28 when Anderson dismissed five of eight conspiracy, merger and monopoly charges against the two newspaper groups [presstime, Nov. 1983, p. 51]. But he ruled there was enough evidence to continue the trial on two conspiracy counts and one count of merger.

Anderson dismissed all counts relating to the 1979 closing of The Montreal Star and all charges against that newspaper's former owner, F.P. Publications Ltd., which was acquired by Thomson in January 1980.

He also dismissed both monopoly charges and two of three merger charges.

The main conspiracy count relates to a series of events on Aug. 27, 1980, when Southam closed The Winnipeg (Manitoba) Tribune, Thomson closed the Ottawa Journal and Southam bought out Thomson's interests in joint-publication agreements in Montreal and in Vancouver, British Columbia.

Anderson said the government had provided at least some evidence to support its allegation that the events constituted a conspiracy to lessen competition in Winnipeg, Vancouver and Ottawa.

The other conspiracy count and the remaining merger count relate to Winnipeg. The judge said the conspiracy count was "somewhat anomalous" because events in Winnipeg are covered by the other conspiracy count, but he added that the trial would not be materially prolonged by letting it stand "for the moment."

Southam President Gordon Fisher and Thomson Deputy Chairman John Tory both testified for the defense during the first week of November. □

Speculation runs wild on Murdoch's Sun-Times

In Chicago, they're waiting for the other shoe to drop.

Ever since Australian press magnate Rupert K. Murdoch announced Nov. 1 that his American publishing firm will buy the Chicago Sun-Times for $90 million, defeating a last-minute cash scramble to keep ownership in the Windy City, speculation has run wild on the eventual fate of the paper.

Will Murdoch turn the Sun-Times, which has been courting a buyer since April, into a mirror image of his sensational, headline-screaming New York Post, or will he leave the Sun-Times essentially alone, as he says he will?

"We neither plan nor intend any substantial changes in the newspaper, and we would strive to maintain the newspaper's high standards and its reputation in the community," Murdoch said. Contemplated changes focus on the addition of new and enlarged sections for the Sunday Sun-Times to achieve a "strong competitive position on Sunday against the Chicago Tribune," he added.

Nevertheless, the speculation continues, especially in light of the sensationalist tone imposed by the Murdoch empire on the Boston Herald, purchased a year ago from The Hearst Corp. The Herald and the Post already have one thing in common with the Sun-Times—tabloid format.

"It's unrealistic to believe that we will remain unchanged, the way we are," said the Sun-Times' crusty local columnist, Mike Royko.

"In the worst scenario, we could become a terrible, sensational, screaming newspaper with phony headlines—the kind of paper Murdoch's often identified with .

"But it's also possible that he will recognize our strengths and not undermine them and that he will see our weaknesses and improve on those points," said the widely read columnist. "A year from now, it's possible you'll see a better newspaper," Royko added, but he acknowledged that he and most other newsroom staffers are "apprehensive" about the newspaper's future.

James Hoge, 41-year-old publisher and one-time reporter of the Sun-Times, made a concerted effort to maintain Chicago-based ownership of the newspaper, the eighth-largest in the nation. Field Enterprises Inc., owned by Marshall Field V and his half-brother Frederick W. Field, placed the newspaper and the Field Newspaper Syndicate on the market April 15.

Hoge and associates bid $63 million for the newspaper alone, without the syndicate, but lost out to the $90-million bid from Murdoch for both properties.

There were reports in Chicago that Hoge's investment associates, in a last-minute scramble, were pledging second mortgages on their homes and reportedly came within a few million dollars of matching the Australian's bid before the Fields cut off bidding.

Hoge declined comment on these reports.

"We made our bid of $55 million in cash and $8 million in real-estate considerations, and it speaks for itself," said Hoge. "We had been told they would consider selling the paper without the syndicate and that's what we were trying to do."

Marshall Field explained the acceptance of the Murdoch bid by saying: "Because I'm local, my sentiments were that we should try to have a local owner if possible. And I was willing to give up something to do that.

"To be perfectly frank," he continued, "my brother felt that he wanted to maximize what he got for the paper. Our agreement is such that he has a perfect right to do that. So it took control out of my hands, and I don't want a big fight with him anyway."

In announcing his purchase, Murdoch, known as a hard labor negotiator, said he would make no effort to tamper with existing union agreements at the Sun-Times, a statement that was "surprisingly amicable" to Jerry Minkkinen, executive director of the Chicago Newspaper Guild.

Purchase agreements are due to be completed Dec. 15, with a closing by Jan. 3.

The acquisition will put Murdoch newspapers in direct competition with the Tribune Co. in the nation's two largest cities. In New York, there has been enmity between Murdoch, publisher since 1976 of the Post, and the Tribune Co.'s New York Daily News. The Post, despite increasing circulation, still is losing a reported $14 million in this fiscal year, while the Daily News has moved into the black following a period when its future was in doubt.

In Chicago, the dominant Tribune is outpacing the Sun-Times in both advertising and circulation. Regarding the latter, Audit Bureau of Circulations figures for the six months ending Sept. 30 show the Tribune with a daily circulation of 751,024 and 1,116,403 on Sunday, compared with the Sun-Times' 639,134 daily and 669,426 on Sunday.

But despite its status as the "number two" paper in Chicago, the Sun-Times had a profit of $3.3 million in the year ended Sept. 30.

Besides the newspaper and Field Newspaper Syndicate, the sale also includes the Independent Press Service, an interest in KEYCOM Electronic Publishing, a joint venture with Centel Corp. and Honeywell Inc. to provide videotext services, and an interest in Chicago's City News Bureau.

The 52-year-old Murdoch's other daily newspaper holdings include the San Antonio Express and News; The Times, The Sun and the News of the World, all in London; and a number of Australian papers. He also owns New York magazine, The Village Voice and the supermarket tabloid, The Star, as well as broadcast properties. □

Recent acquisitions

Thomson Newspapers Inc., Des Plaines, Ill., is acquiring The Express, Easton, Pa., daily circulation 46,876.

Park Communications Inc., Ithaca, N.Y., acquired The News-Virginian, Waynesboro, Va., daily circulation 13,075, from the Evening Post Publishing Group, Charleston, S.C.

Sharon and Larry Hiatt, Princeton, Ind., acquired The Knox County Daily News, Bicknell, Ind., circulation 2,500.

St. Catharines (Ontario) Standard Ltd. acquired two Ontario papers: Cobourg Daily Star, circulation 4,686, and The Evening Guide, Port Hope, daily circulation 3,086.

General Media Inc., Jacksonville, Ark., acquired the Jacksonville News, daily circulation 9,010. □

Credit Bureau's electronic service expanding

By Marcia Fram
presstime staff writer

Operating out of a corner of The Newspaper Center, ANPA/Credit Bureau Inc. is quietly flexing the muscles of a new credit-monitoring system powerful enough to handle the rising tide of requests for credit reports and for help in collecting overdue advertising accounts.

The credit bureau is now able to exchange information electronically with some clients, transmitting data over special telephone lines between newspapers' credit department computers and The Newspaper Center's computer.

"In 10 years, (ANPA/CBI) could easily have 300 newspapers on this system," says Chairman and President Thomas C. Fichter, who is also ANPA senior vice president and deputy general manager.

The Washington Post was the first to use the system [presstime, Oct. 1982, p. 59]. The Journal Newspapers of suburban Washington, D.C., were second.

Moving with caution, ANPA/CBI Vice-President James Ralph says he is turning down other newspapers' requests to go on-line until he is sure ANPA/CBI can provide comprehensive service for a particular metropolitan area.

Right now, with the Post and the Journal Newspapers, Ralph says ANPA/CBI can "completely cover and blanket" the Washington area.

Fichter says the next level of expansion might be toward Richmond, Va., or Philadelphia, or possibly to another region with several newspapers and interconnected advertisers such as metropolitan Los Angeles and San Francisco.

The main advantage of the new technology is that communication is immediate. This helps subscribers to avoid contracts with bad-credit risks.

"Lots of times, (advertisers approaching the Journal) owe money to the Post and can't run (ads) there," says Michael J. Boone, Journal credit manager. "Dun & Bradstreet doesn't know that."

Boone also estimates that being on the new system has already saved his department the salary of one staff position not now needed.

The electronic service is the latest innovation in credit reporting that dates back to ANPA's founding in 1887. Since 1975, when the credit bureau became a wholly owned subsidiary of the Association, the service has been made available to all media and media-related organizations, regardless of membership in ANPA. And in the past year, availability has been expanded to non-media trade associations.

The volume of inquiries for credit information has increased from 2,998 in 1976—the first year ANPA/CBI operated as a subsidiary—to 6,873 last year. This has led credit bureau officials to establish a fee structure for some credit checks, beginning in January.

If the information needed by a subscriber is on the computer, there will be no charge. The fee structure will cover credit checks that require more research.

Subscribers will receive one no-cost credit check for every $20 of their annual fee, plus one for every $400 of debt the credit bureau collects for the subscriber. For example, a subscriber paying ANPA/CBI $1,000 a year would get 50 free credit checks, plus 10 more if the credit bureau had helped the paper collect $4,000 in bad debts from advertisers.

Subscribing newspapers pay a yearly fee of from $50 to $1,000, based on circulation. Other media outlets, such as radio and television stations, have fees based on advertising rates. Flexible formulas, based primarily on the number of credit reports needed, are used for non-media subscribers.

ANPA/CBI provides two levels of services to subscribers:

- The collection services described above, for which subscribers pay 10 percent of the amount collected, excluding legal fees. (This service also is available to non-subscribers for a 15-percent fee.)
- A lengthy and constantly updated credit index, containing information on advertising agencies, monthly confidential reports on claims ANPA/CBI has received for collection, and periodic bulletins on potentially troublesome operations and other credit developments [presstime, May 1983, p. 2]. □

Changes in command

The **Southern Newspaper Publishers Association,** at its annual convention Nov. 13-16 in Boca Raton, Fla., elected the following new officers:

- *President*—David J. Whichard II, Greenville (N.C.) Daily Reflector
- *President-Elect*—Ruth S. Holmberg, Chattanooga (Tenn.) Times
- *Treasurer*—Tom J. Hardin, Alexandria (La.) Daily Town Talk

The **Inland Daily Press Association,** at its annual convention Oct. 16-18 in Chicago, elected the following new officers:

- *President*—John M. Lavine, Lavine Newspaper Group, Chippewa Falls, Wis.
- *Chairman of the Board*—James E. Burgess, Lee Enterprises Inc., Davenport, Iowa
- *First Vice President*—Paul McCue, Lincoln (Neb.) Journal-Star
- *Second Vice President*—George J. Loci[illegible]lwaukee Journal

The **Institute of Newspaper Controllers and Finance Officers,** at its annual meeting Oct. 17-20 in Denver, elected the following new officers:

- *President*—George D. Hutchison, Pacific Press Ltd., Vancouver, British Columbia
- *First Vice President*—Edward DeVoge, Observer Publishing Co., Washington, Pa.
- *Second Vice President*—Joseph D. Cantrell, Orlando (Fla.) Sentinel Co.
- *Treasurer*—Lionel S. Jackson Jr., Jackson Newspapers, New Haven, Conn.
- *Secretary*—David H. Reiley, Somerset (Pa.) Daily American

The **Society of Newspaper Design,** at its annual meeting Oct. 6-9 in Los Angeles, elected the following new officers:

- *President*—Robert Austin, The Spectator, Hamilton, Ontario
- *First Vice President*—Marty Petty, Kansas City (Mo.) Star and Times
- *Second Vice President*—H. Philip Nesbitt Jr., Chicago Sun-Times
- *Secretary*—Margaret Balough, Austin (Texas) American-Statesman
- *Treasurer*—David Gray, Providence (R.I.) Journal-Bulletin

Public confidence in press rises in latest Harris Survey

A national poll measuring the American public's confidence in 14 key institutions shows the press, like most other institutions, improved in its confidence rating last year.

Pollster Louis Harris, who conducted the annual survey in early October, said the press was found to generate "more confidence from the public than labor leaders, lawyers, state and local government leaders and those running business."

But Harris, outlining his findings Nov. 4 at the Associated Press Managing Editors Association Convention in Louisville, also said the press still lags behind those in charge of "organized religion, the President, college presidents, doctors, the U.S. Supreme Court, congressional leaders and those running television news."

The Harris survey showed 19 percent of respondents expressed a "great deal of confidence" in the press, compared with 14 percent in last year's survey. It is the highest level since 1980.

In the rankings, the press moved up from twelfth to ninth in the list of 14 institutions since last year.

Although Harris did not discuss them before the editors, additional survey results bolster his conclusion that the public's confidence in the press is rising.

For example, when responses to questions dealing with "a great deal" of confidence and "only some confidence" are added together, analysts find that 82 percent express at least a modicum of confidence in the press as opposed to "hardly any" confidence or not being sure.

This year's aggregate figure is one of the highest ratings the press has ever had in Harris' institutions survey. Last year the combined figure was 75 percent [presstime, Feb. 1983, p. 4].

The number expressing "hardly any" confidence in the press dropped from 23 percent in 1982 to 17 percent in 1983.

For television news, 24 percent expressed a "great deal" of confidence in 1983, the same as in 1982 and 1981. The figure is down from 37 percent in 1979.

Harris noted that those stabilized scores for TV news compared to the press's increasing scores indicate a closing of the confidence gap between the two media. But he cautioned the editors not to "let TV news troubles put you to sleep."

Rather, he urged them to "take this small edge of credibility you have gained and build mightily upon it."

Harris also said the editors should "relish" any gains they get in public confidence. □

Council renders a split decision in Lethbridge case

The Alberta Press Council issued a split decision Nov. 14 in a longstanding dispute between The Lethbridge Herald and the locally organized Committee for Quality Journalism.

One of the committee's complaints was that the newspaper failed to recognize the group as "legitimate." The council upheld the Herald on this point, saying it was not up to the newspaper to determine the committee's legitimacy.

Another complaint was that the paper failed to publish a letter stating that the committee had nothing to do with vandalism at the Herald's building. The council said the letter should have been published.

The final complaint was that the newspaper failed to report certain activities of the committee. "Let's acknowledge that the Herald didn't go the extra mile to report on the committee's activities, which it should have," commented Jim Foster, a former provincial attorney general who heads the press council.

The council's findings, which followed an October hearing on the matter, were published verbatim in the Herald as required under the council's rules. Also under the rules of the council, of which the Herald is a voluntary member, the newspaper cannot comment either orally or editorially on the findings, according to Managing Editor John Farrington.

Complaints against the 26,248-circulation daily began in November 1982, several months after Farrington assumed the post of managing editor [presstime, July 1983, p. 43]. □

Equipment for sale

Due to the replacement of a DEC TMS-11 editorial system, the following is for sale immediately: twenty-two DEC VT71/t editorial terminals, five VT72/t terminals (28kw memory), eight VT61/t reporters/classified terminals, four LPD11 unibus/photocomp interfaces, two LPC01 photocomp interfaces, two PA611 paper tape punch/reader controllers, two PA68 paper tape punch/readers, one PDP11/70 (available late November) with 640kw core memory, two RP05 disks (88mb), two DH11 and 10 DL11 cards, one TE16 mag tape. In good condition, has been maintained by DEC since installation. All terminals are 220-240v. Contact Steve Conaway, Chris Hugh-Jones or Hella Schrader, International Herald Tribune, 181 Ave. Charles de Gaulle, 92521 Neuilly Cedex, France; telephone 33-1-7471265 or telex 612718 F HERAL.

Two IBM 1131 computers, two Memorex model 660-0A disk drives, two Mergenthaler 505-TC typesetters, two Compuscan Alpha Hi-Speed scanners, 14 Ontel 462 VDTs, one model V-132-C data printer. Contact Peter D. Stewart, Purchasing Department, Democrat Publishing Co., P.O. Box 569, Santa Rosa, Calif. 95402; (707) 546-2020.

Four Goss Metro units available individually as unit additions or as a package with double 2:1 folder, 22 3/4-inch cutoff, either 55-inch or 56-inch web width (at your option). Each unit is complete with pump and rail inking system, substructure, RTP and unit drive; arranged for 60,000 pph running speed. Available after Jan. 1. Contact Ken Kniceley, production director, Charleston (W.Va.) Newspapers, 1001 Virginia St. E., Charleston, W.Va. 25301; (304) 348-5118.

One Compugraphic Unified composer, one Compugraphic ACM 9000 ad display machine, one Compu-scan Alpha slow-speed scanner (OCR). Contact Gerald Battles, The Daily Times, 110 W. Jefferson St., Ottawa, Ill. 61350; (815) 433-2000.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Counsel joins Legal Department

Rene P. Brown, former assistant corporation counsel for the District of Columbia, has joined ANPA as counsel.

A Washington, D.C., native, Brown was responsible for litigation in general civil cases in the corporation counsel's office. She also served as law clerk for Judge Norma Holloway Johnson of the U.S. District Court for the District of Columbia, and was an intern for Columbus Community Legal Services.

Rene P. Brown

Brown received her law degree in 1978 from the Catholic University Law School in Washington, where she won the Bureau of National Affairs Scholastic Award and was cited for other achievements. She earned a bachelor's degree in 1975 from Oberlin College, Oberlin, Ohio, where she majored in religion. □

New members

The Palm Beacher

Palm Beach, Fla. (circulation 3,000). Anthony K. Ryan, publisher.

The Beaches Leader

Jacksonville Beach, Fla. (circulation 7,900). Thomas H. Wood, publisher.

Blue vinyl holders for presstime are available for $10. Each one holds about 24 copies of the magazine. To order, write presstime holder, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041.

Regulatory environment for telecommunications

Experts in the economic, regulatory and legal fields analyze the regulatory environment for telecommunications in *Telecommunications Regulation Today and Tomorrow.*

Edited by Eli M. Noam, associate professor at Columbia University's Graduate School of Business, the book explores the changing roles of the Federal Communications Commission and state public service commissions, and the forthcoming roles of AT&T and the local operating companies that will be spun off in the Jan. 1 divestiture of Ma Bell.

It also covers concepts of competition and efficient policy in telecommunications, local telephone pricing in a competitive environment, access charges, the effect of long-distance competition on local rates, and local monopolies in cable television and telephone service.

It examines a state regulator's view of the telecommunications field and looks at likely future developments.

The 454-page hardback book is available for $45 from Law & Business Inc., 757 Third Ave., New York, N.Y. 10017. □

Twelve world dailies and how they operate

Powers of the Press examines the history, policies and finances of 12 of the world's most influential newspapers.

Martin Walker, a columnist and foreign correspondent for the Manchester Guardian, delves into The New York Times, The Washington Post, The Globe and Mail of Toronto, The Times of London, Le Monde of Paris, Die Welt of Hamburg, West Germany, Corriere della Sera of Milan, Italy, Pravda of Moscow, Al-Ahram of Cairo, Asahi Shimbun of Tokyo, The Age of Melbourne and The Rand Daily Mail of Johannesburg, South Africa.

In addition, Walker offers a comparative analysis of editorial reactions to major world events since 1945 and devotes a chapter to the comparison of each newspaper's coverage of Iran from 1971 to the fall of the Shah in 1979.

The 400-page hardback book is available for $20 from The Pilgrim Press, 132 West 31 St., New York, N.Y. 10001. □

Tempest in Kokomo

I read with extreme interest your November article "Newspapers on the Block."

On page 10 you mentioned the sale of the Kokomo (Ind.) Tribune to Thomson Newspapers and the subsequent story in The Quill magazine by the former editor.

At the time of the sale I was general manager of the Kokomo Tribune, but I only stayed with the paper for nine months after the sale.

The article in The Quill by Bruce Van Dusen, the former editor, was extremely accurate and more than fair to the new ownership.

I would like to point out a discrepancy in your story. You note that Thomson executives informed you that the Kokomo Tribune was being battled by a weekly started by a former Tribune editor, before the paper was sold. This comment is totally inaccurate but typical of how the Thomson organization publicly responds to questions from the media.

The competing weekly was started after the sale to Thomson Newspapers and has since gone out of business.

The major item that Van Dusen neglected to tell in his Quill article was that the general manager, advertising manager, assistant advertising manager, classified advertising manager, promotion manager and the production manager all left or were terminated after Thomson purchased the Kokomo Tribune.

I'm sure that the Thomson organization does feel the Kokomo Tribune is a better paper but only because they have been able to increase profits by drastically reducing the entire staff of what was a very progressive and well-thought-of daily newspaper.

R. D. Isham
General manager
The Observer & Eccentric Newspapers
Livonia, Mich.

Editor's note: Isham is correct concerning the start-up of the former competing weekly. Thomson acquired the Kokomo Tribune Sept. 10, 1981; the first issue of the weekly was published Oct. 14, 1981, according to Thomson executives.

speeches

David R. Jolley

H. L. Stevenson

Thomas J. Holbein

Ed Mullins

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Freedom of the Press—New Challenges, New Resolve.** ANPA Director Katharine Graham, chairman of the board, The Washington Post Co. Ralph McGill Lecture, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Oct. 5.
- **The Professional Way in Circulation.** David R. Jolley, president, The Toronto Star. Canadian Circulation Managers Association annual conference, Toronto, Sept. 27.
- **Communications: From Clipper Ship to Satellite.** H. L. Stevenson, executive vice president/editorial, United Press International. Tea Association of the U.S.A., Scottsdale, Ariz., Oct. 17.
- **Power in Research: Reaching the Newspaper Reader of the 1980s.** Thomas J. Holbein, executive vice president, Belden Associates, Dallas. International Newspaper Promotion Association Southern Region conference, Dallas, Oct. 24.
- **Newsroom Training.** Ed Mullins, dean, School of Communication, University of Alabama. Southern Newspaper Publishers Association Smaller Newspapers Seminar, San Antonio, Sept. 29.
- **UNESCO: A Time for Change.** Charles Z. Wick, director, U.S. Information Agency. French Institute of International Relations, Paris, Oct. 27.

• • •

From the session on "The Media, Business and the Economy," conducted by the Citizens Choice National Commission on a Free and Responsible Media, Sept. 27, Chicago:

- **Remarks of Marvin R. Wortell,** president, Triton Industries Inc., Chicago.
- **Remarks of Harker Collins,** chief executive officer, Harker Collins & Co. Inc., Chicago.

• • •

From the "Voices of Freedom '83" conference, Sept. 29-Oct. 2, Talloires, France:

- **The "Protection of Journalists."** Horacio Aguirre, Diario Las Americas, Miami.
- **UNESCO and Us.** Hector L. Wynter, editor, The Daily Gleaner, Kingston, Jamaica.
- **How the Free Press Encourages Development in the Third World.** Kenneth Gordon, managing director, Trinidad Express Newspapers, Port-of-Spain, Trinidad.
- **UNESCO's Draft Program and Budget, 1985.** Rosemary Righter, diplomatic correspondent, The Sunday Times, London.
- **UNESCO: Getting Down to Cases.** Leonard R. Sussman, executive director, Freedom House, New York City.
- **Keynote Address.** Walter Cronkite, former CBS correspondent.

ANPA calendar

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December

ANPA ASNE APME Leadership in the Newsroom Workshop
Chicago Marriott, Dec. 5-7

ANPA Foundation Board of Trustees meeting
Vista Hotel, Washington, D.C., Dec. 7

ANPA Board of Directors meeting
The Newspaper Center, Reston, Va., and Vista Hotel, Washington, D.C., Dec. 7-8

ANPA Press Bar Relations Committee meeting
Gannett Co., Inc., New York City, Dec. 9

ANPA American Bar Association Task Force meeting
Gannett Co., Inc., New York City, Dec. 9

January

ANPA Labor and Personnel Relations Conference
The Pointe Tapatio, Phoenix, Jan. 8-11

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Jan. 10-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Jan. 16-20

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Jan. 17

ANPA Board of Directors meeting
Lyford Cay Club, Bahamas, Jan. 23-25

ANPA Management Development Workshop
Westin South Coast Plaza, Costa Mesa, Calif., Jan. 23-27

ANPA Advanced Labor Relations Seminar
Kona Kai Club, San Diego, Jan. 30-31

ANPA Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Jan. 30-Feb. 3

February

ANPA CPPA Technical Section Joint Standing Committee meeting
Don CeSar Hotel, St. Petersburg, Fla., Feb. 9-10

ANPA International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Sheraton International Conference Center, Reston, Va., Feb. 12-18

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Feb. 13-17

ANPA Newspaper Personnel Relations Association Personnel Practices, Procedures and Policies Seminar
Westin Hotel, Chicago, Feb. 19-22

ANPA Foundation Conference for Professional Support of Journalism Education
The Newspaper Center, Reston, Va., Feb. 27

ANPA Management Introduction to Newspaper Technology
The Newspaper Center, Reston, Va., Feb. 27-March 2

March

ANPA Press Bar Relations Committee meeting
International Club, Washington, D.C., March 5

ANPA American Bar Association Task Force meeting
Mayflower Hotel, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 11-14

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., March 12-16

ANPA ASNE APME Leadership in the Newsroom Workshop
Chicago Marriott, March 19-21

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 20

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Program Development Conference
Denver Hilton, March 21-23

ANPA INPA Strategic Planning Seminar
Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., March 26-30

Congressional Information
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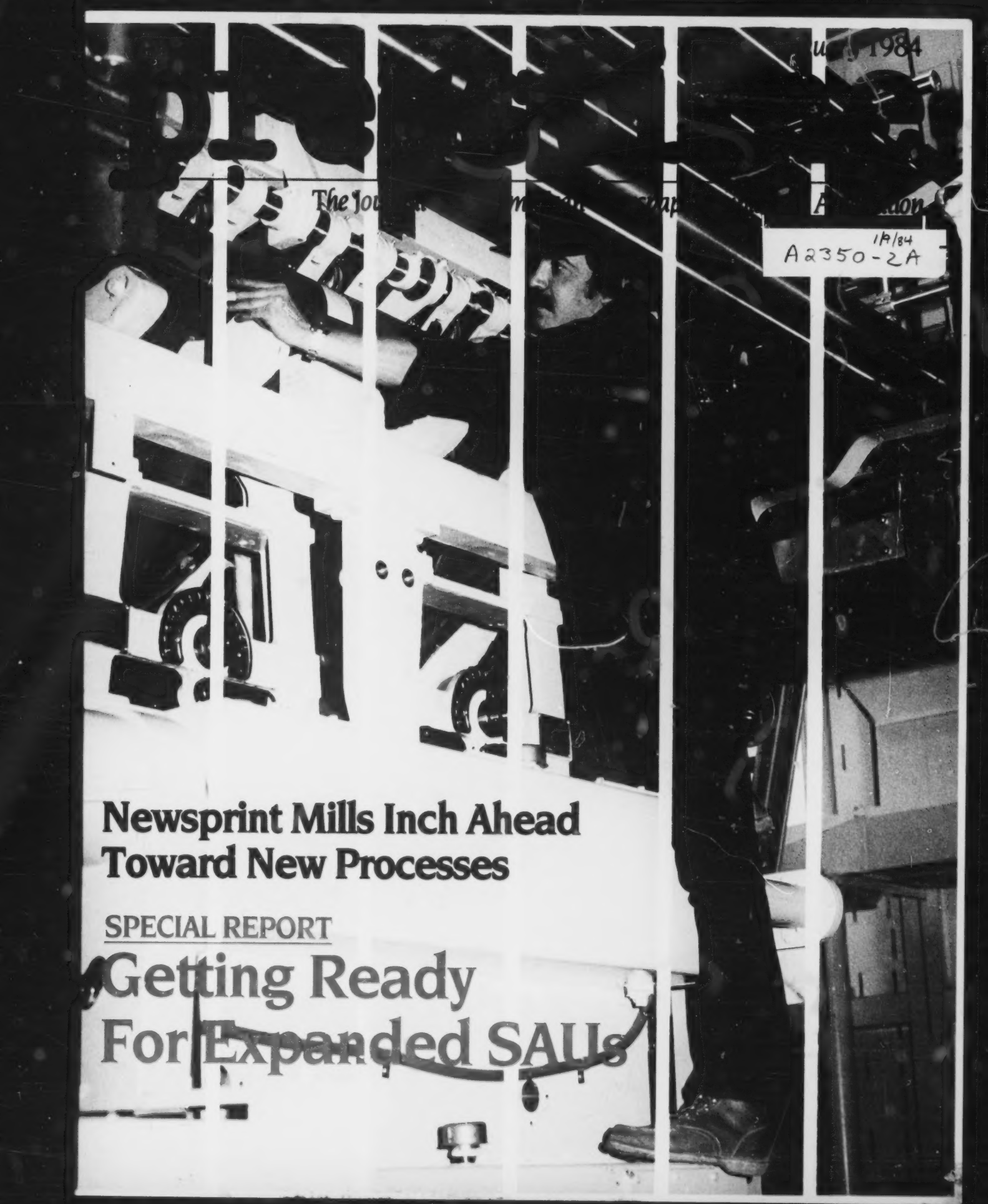


Newsprint Mills Inch Ahead Toward New Processes

SPECIAL REPORT

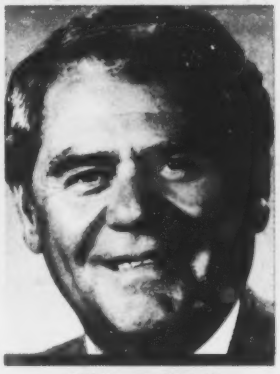
Getting Ready For Expanded SAUs

CHAIRMAN'S CORNER

The news blockade in Grenada must never be repeated

Last month, ASNE President Creed Black and I called together a special committee of senior news executives to consider the limited press access t American combat operations in Grenada. This group has been working in recent weeks to help our business develop positions and to interrelate with the several government entities involved.

We expect this effort to be a long-term one, and we will be guided by the basic principle that the Grenada news blockade was an unnecessary government mistake that thoughtful officials should promise will not be repeated.



William C. Marcil

Obviously, a small press pool could have had access to those military operations under voluntary reporting restrictions that would have, as in the past, protected both troop safety and mission security.

Because our government bruised the constitutional process during the Grenadian mission, it is important that we remind ourselves—and our readers—why real national security lies in constant observation of the check-and-balance spirit of our constitutional process. This process provides for the public to be served by a free and vigorous press rather than to be reliant only on government-supplied news.

The First Amendment gives us two kinds of protection. It protects *individuals* who wish to express opinions and pursue truth. And it protects *society* so the country may decide and carry out wise actions.

The protection of society is particularly crucial in wartime when there inevitably is a confused mixture of good and bad news. Truth in a battle situation can be sorted out only if special efforts toward open-information flow are made; only an open-information flow can permit the citizenry to cross-examine, to mull over and to judge the actions and pronouncements of government.

There is no more dangerous time than wartime to censor criticism and discourse. The two cardinal principles of *national security* and *pursuit of truth* must *both* be served in war, as they are in peacetime.

Any wartime limits on free speech and discourse should be emplaced only temporarily—and then only when security really is truly imperiled. The flow of battle news to a free society should be limited only when that might cause direct and dangerous interference with the conduct of the war; and throughout history we in this country always have been able to find ways to permit news to flow without such interference.

So let's remind all concerned that freedom of speech in a democracy is not just a nicety. It's a necessity without which self-government won't work.

As James Madison said: "Knowledge will forever govern ignorance; and a people who mean to be their own governors must arm themselves with the power which knowledge gives."

Americans can be trusted with both the good and the bad news of wartime. Openness enriches us. Ignorance of reality—because government somehow thinks that best or timely—imperils us. That's why the First Amendment is our society's shield, and why the Grenada news blockade must never be repeated.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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presstime

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presstime

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Special Report *The expanded Standard Advertising Unit system "streamliner" is scheduled to get under way in six months. So far, it appears the system will steer a steady course toward responding to advertisers' requests for a return to standardization. Newspapers that decide to participate in the voluntary program are being urged to come on board early because there is a lot to consider in adapting newspaper practices to the system. The biggest job many newspapers have is in the computer area. But every newspaper department is affected by the project. Planning is the key word.* 14

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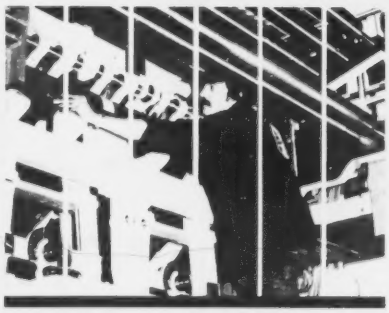

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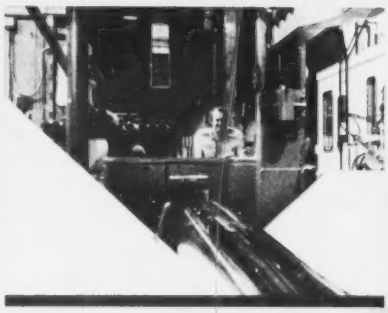
(Cover photograph by Margaret Genovese.)



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'Bullish' 1984 seen

BY MARCIA FRAM
presstime staff writer

Newspapers enter the new year with renewed optimism. Their balance sheets and opportunities presented by new technologies portend both growth and variety for information delivery in 1984 and beyond.

After slowly climbing out of the last recession, the communications industry outperformed the overall economy in 1983—and it will continue to do so in 1984, according to many analysts.

Moreover, compared with other forms of communication, particularly television, newspapers "could be the best performing media group" in 1984, said J. Kendrick Noble, Jr., first vice president of Paine Webber Mitchell Hutchins Inc., at his firm's Dec. 12-15 Outlook for the Media Conference in New York City.

Sparked by increased purchasing power in the economy as a whole, rising advertising revenues should lead the way as overall, constant-dollar newspaper revenues grow 3 percent this year, according to economic forecasters at the U.S. Commerce Department's Bureau of Industrial Economics.

A year ago, predictions of economic recovery were guarded, but accelerated growth in 1983, particularly towards the end of the year, has led to increasing optimism for 1984. "Bullish" was the term used by several speakers at the Paine Webber conference to describe newspaper business prospects in 1984.

Advertising expenditures for all media are expected to increase 13.8 percent this year—vastly outstripping the projected 4-to-5-percent growth of the economy in general—Robert J. Coen, senior vice president of McCann-Erickson USA, told the analysts' gathering. Media ad expenditures grew 12.7 percent in 1983, he estimated.

For newspapers, the Newspaper Advertising Bureau is predicting an overall rise in advertising expenditures, including costs of preparing and placing the ads, of 12.5 percent this year. Executive Vice President Leo Bogart said the bureau expects an increase of 11 percent in national advertising, 12 percent in retail and 14 percent in classifieds.

In 1983, newspapers' $20-billion piece of the $75-billion total advertising pie will probably represent a slight increase when final figures are tabulated, Coen said. That will be good news for newspapers, whose ad share tumbled more than a full percentage point in 1982. While that 1982 drop originally was reported as 1 point—from 28.3 to 27.3-percent—Coen said those figures were revised, and the 1982 drop actually was 1.7 percent—from 28.3 to 26.6 percent [presstime, Feb. 1983, p. 29]. Final figures for 1983 will be released shortly, but Coen said preliminary figures indicate newspapers' share crept up last year to 26.8 percent.

Edward T. Parmelee, vice-president/marketing of Knight-Ridder Newspapers Inc., predicted at the Paine Webber conference that newspapers will see a "minimum revenue increase of about 13 percent" in 1984. The projections, based on his survey of seven publicly held companies, call for a 17-percent hike in classified over 1983, and increases of 10-11 percent in national and 11 percent in retail.

Contributing to that solid performance, he said, will be the 1984 elections (see story, p. 12) and Olympic Games, as well as efforts to "rebuild partnerships" with the "top 25 retail advertisers," some of whom have been lost to shared- or direct-mail advertising.

Circulation will increase 2 percent in morning papers, remain flat in evening papers and rise 4 percent on Sundays, predicted John D. Mauro, director of research for Media General Inc, Richmond, Va., in a paper presented at the analysts' meeting.

But more important, according to Mauro, is the fact that new syndicated research by Simmons Market Research Bureau and Scarborough Research Corp. has made advertisers aware that "the number of copies a newspaper distributes is not as important a criterion as the audience." The new research shows, for example, that the number of readers per copy in the largest markets is higher than previously stated (2.7 instead of 2.2). What's more, the data show that readers spend more time with their papers than expected (45 minutes instead of 30) and that they are "upscale" consumers.

On the expense side of the ledger, major costs associated with newspaper publishing are expected to rise at a slower rate than revenues this year.

Newsprint prices, which actually *decreased* in 1983, are expected to increase about 5 percent this year.

Labor, the other major component of a newspaper's budget, should rise just over 6 percent, according to James A. Keeley, vice president/operations for The Dallas Morning News.

Also on the labor front, unemployment for the newspaper industry—already well below the current national level of 8.2 percent—is on the decline. The Bureau of Labor Statistics of the U.S. Department of Labor put newspaper unemployment at 5.8 percent in the last quarter of 1983, compared with 6.6 percent a year earlier.

As a result of this generally healthy financial condition, '84 profits should be "in the 15 to 25 percent range" for the 14 principal, newspaper-related companies that are publicly held, Frederick G. Harris, vice-president/finance and chief financial officer of Dow Jones & Co. Inc., told the analysts.

The major cloud on the newspaper ho-

by many papers

rizon remains preprints, which currently account for about 10 percent of newspaper advertising.

"Ten years ago, who would have thought the major competitor of newspapers today would be the Post Office?" commented John Morton, an analyst for Lynch, Jones & Ryan in Washington, D.C., in an interview with presstime.

Some newspaper companies are fighting back against mailers like Advo-System Inc. and against shopper publishers by becoming direct marketers themselves, by installing new insertion equipment that facilitates stuffing preprints into newspapers, and by offering total-market-coverage and zoned publications.

New technology expansion. Another major theme for newspapers this year will be continued expansion into areas of nonprint communications.

Experimentation with videotex, or retrieval of information electronically by two-way interactive technology, is expanding.

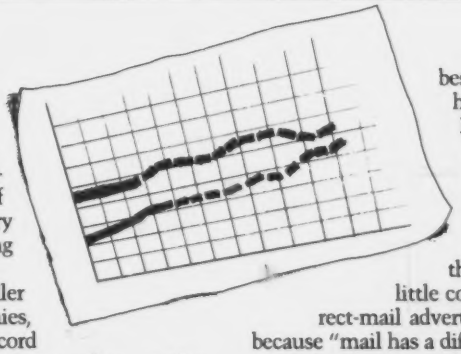
After an investment of $26 million, Knight-Ridder is now in its third month of operating Viewtron in South Florida. If successful, the service could expand to Baltimore, Seattle, Boston, Fort Worth and Kansas City, Mo., as well as Knight-Ridder markets in Philadelphia, Detroit, Charlotte, N.C., San Jose, Calif., and St. Paul, Minn.

VU/TEXT, which grew out of the in-house electronic library system for Knight-Ridder's Philadelphia Inquirer and Daily News, is developing into a national retrieval system for data compiled on a regional basis.

The Times Mirror Co. completed field trials of its Gateway videotex system in December.

Still a question mark is cable television. Frequently credited with fragmenting the networks' dominance of television audiences, cable stations are considered attractive purchases by some newspaper-related companies.

Others are concentrating on television programming for cable channels or for commercial stations. For example, Multimedia, which owns 13 dailies and 26 non-daily publications, primarily in the Sun Belt, is now the largest producer of syndicated country music programming in the country.



But some smaller newspaper companies, such as The Concord (N.H.) Monitor, are recycling profits within the newspaper plant itself by upgrading computers and press capacity while waiting for new technological opportunities to become more affordable, according to Publisher George W. Wilson.

What they're saying. Elsewhere, a random sampling by presstime found that most newspaper publishers are fairly upbeat about 1984 and fairly satisfied about 1983.

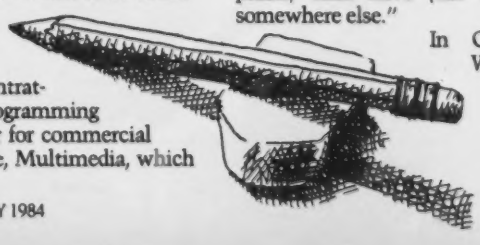
That seemed to be the case even in hard-hit areas in the industrial Midwest.

In Peoria, Ill.—virtually a one-industry town—the Journal Star has managed to keep circulation constant despite cutbacks by Caterpillar Tractor Co. from 35,000 workers to 21,000 over the past few years.

The people who left, said Journal Star Publisher John T. McConnell, were "on the low end of demographics. Many were not subscribers anyway, or patrons of our major advertisers, so (the plant cutbacks) haven't hurt as much as we thought."

In Riverside, Calif., where the local economy continues to percolate nicely, the Press-Enterprise is going strong, reported Howard H "Tim" Hays, editor and publisher. The paper's daily circulation, which is six times that of 40 years ago, is now about 120,000.

As for the growing number of preprints, Hays said, "we don't know whether it's good news or bad news. We can't get too excited about it, but we'd rather have (preprints) than have (the advertising) go somewhere else."



In Cheyenne, the Wyoming Eagle and the Wyoming State Tribune are having "the best year (they) ever had," according to J. Douglas Reeves, vice-president of marketing.

With 85-90 percent saturation of the market, the newspaper has little competition with direct-mail advertising, Reeves says, because "mail has a difficult time keeping up with our cost per thousand." But cable TV programming from Denver is seen as a potential advertising competitor.

The Sacramento-based McClatchy Newspapers are "generally feeling a strong uptrend in the economy" with the exception of the Tri-City Herald in Washington state, where nuclear cutbacks sliced deeply into the economy.

The big news for McClatchy, is in nonprint technology.

"There's a real explosion going on in this area," said Potts. "What we're doing is planting seeds all around. Some will sprout and some will not. The ones that do sprout will change the way we will live in the next 20 years, and we might as well be a part of that."

Speaking to a reporter during the Outlook for the Media Conference, analyst Noble also touched on the uncertainty of what will emerge after the shakeout of new technologies. "Nobody really knows what the future will be like for anything in the media field," he said. "Therefore, to a degree, this is a good field for hedging as well as searching for opportunities." □

'83 scoreboard: minus 14

The demise of 16 North American daily newspapers in 1983 marked an improvement over 1982, when 28 stopped publishing daily. Of the lost dailies, seven were outright suspensions, three converted to weekly publication and six merged with a paper under the same ownership, according to ANPA figures. Two dailies were started in 1983, for a net loss of 14.

In 1982, seven new dailies were started, and there was a net loss of 21 [presstime, Feb. 1983, p. 33].

NEWSPRINT MILLS CHANGE LITTLE

Huge capital investments in machinery discourage papermakers from trying new processes

BY PAUL KRUGLINSKI
presstime technical writer

In the first century, Ts'ai-Lun, a man living in Hunan province, China, reduced vegetable fiber to pulp and pressed it to make a paper sheet. That innovative paper-making process essentially entailed using energy and water to make the pulp to create the sheet.

In essence, the manufacture of newsprint really hasn't changed much since Ts'ai-Lun's day, according to G. Gary B. Graham, resident manager at the Bear Island Paper Co. near Doswell, Va.

"The machinery has changed," he says, "but the process hasn't."

Because of the availability of cheap energy and abundant water supplies, the need to make revolutionary improvements in the paper-making process was not a pressing concern until recent years.

Now, with energy costs high and growing environmental concerns about waste water, some newspaper people are saying that other ways must be found to make newsprint—ways that dramatically decrease energy and water requirements. After all, newsprint accounts for 15-40 percent of a newspaper's operating budget.

While Graham and other newsprint manufacturers look forward to such developments, they point out that transferring any production improvements from the lab to the manufacturing process can prove difficult.

"There's very little experimentation, because it's too expensive," says W. Bernard Devine, vice president/manufacturing with Bato Inc., Bear Island's managing partner.

Still, the pulp and paper industry has been making quiet, steady improvements in both energy and water conservation.

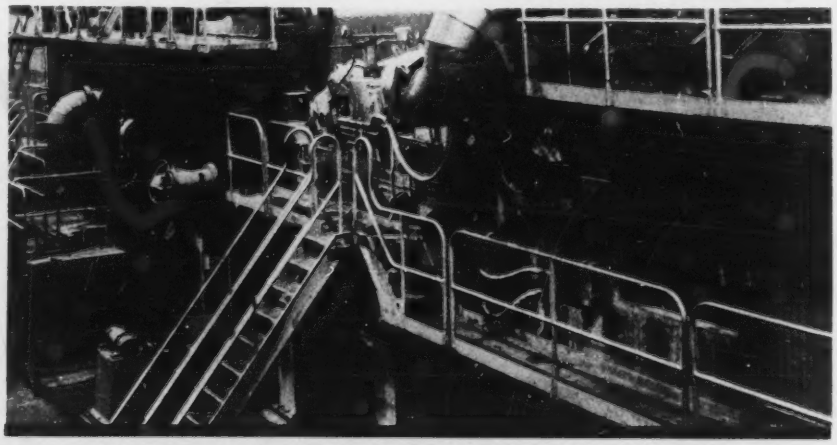
American Paper Institute figures show that average, per-ton, water requirements for the production of paper products in North America dropped from 57,000 gallons in 1959 to 22,800 in 1979.

Meantime, petroleum supply and cost problems have had a substantial effect on both the quantities and sources of energy used in the paper-making process, and North American paper mills have been able to conserve energy in some areas.

For instance, the average amount of energy needed to produce one ton of paper in North America decreased 10 percent between 1972 and 1982, dropping from 32.4 million British thermal units to 29.1 million. In the same period, the paper industry cut in half its reliance on fuel oil as an energy source—reducing use from 75 million barrels annually in 1972 to 37.8 million barrels in 1982.

The mills made the savings through better energy management, which includes burning bark and solid wastes in steam boilers, insulating facilities to recover heat formerly wasted, enclosing the dryer sections of the machines, and using more coal and other alternative fuels.

The reductions in water and energy use in the last 10 years have come about mainly from fine-tuning established paper-making technologies, such as instituting water- and heat-recovery programs at the mills. But the savings derived from engineering developments in one area often come at the expense of efficiency in another area. And while newer pulping processes have been developed to replace the kraft and ground-wood process, they have not been a panacea for all the problems in making newsprint.



Giant newsprint machines require vast amounts of energy and water.

Thermomechanical process. The operation at the Bear Island mill, considered to be one of the most modern in operation, exemplifies this yin-yang effect in newsprint manufacturing innovations.

Bear Island, a joint venture of Dow Jones & Co. Inc., The Washington Post Co. and Bato, was completed three years ago at a rural site about 12 miles north of

Richmond. There is a limited amount of water available there.

Thus, the mill was designed to produce newsprint without the traditional kraft process, a water-intensive pulping operation that produces great quantities of waste water effluent. The mill also recycles much of its white waste water—the effluent that's pressed out of the pulp—and cleans to environmentally acceptable levels the effluent it does discharge into a nearby river. (See story, p. 8.)

Bear Island relies entirely on the more modern thermomechanical pulping process to make its newsprint. While the TMP process, which uses high-pressure steam and counterrevolving plates to reduce wood to pulp, saves water, the tradeoff is the energy intensity of the process.

Graham will not release figures on energy consumption, but he says the mill's energy bill is the most significant cost item among its operating expenses.

Because the cost of electrical energy differs greatly from one part of North America to another, and because different pulping processes consume different quantities of energy, the amount of electricity needed to produce one ton of newsprint can vary from 2,000 to 3,000 kilowatt hours, according to industry sources.

As a rule of thumb, some experts say energy costs represent 20 percent of the expenses involved in making newsprint.

On the other hand, the same experts believe little more can be done at the present time to reduce the net amounts of energy and water needed to produce newsprint. What can and is being done, they say, is better husbandry of energy and water.

For instance, Dr. Douglas Atack, a McGill University professor affiliated with the Pulp and Paper Research Institute of Canada, says about 25 mills worldwide are using heat recovery to one degree or another from TMP. Additionally, he says, a Finnish mill is employing the first thermomechanical pulping process that uses high-pressure steam in both the primary and secondary refiners. The recovered heat—which can be as much as 60 percent of the heat generated in the refiners—is used in the mill's newsprint drying operation.

The Finnish experiment has not gone unnoticed in North America. For example, Donohue Inc. is currently building a totally TMP mill using a similar heat-recovery system in Clermont, Quebec.

According to John Frisch, the project's general manager, when the Quebec mill goes on-stream in June 1985, it will process 720 tons of pulp per day, recovering 125,000 pounds per hour of steam that will be used to augment the heat required in the drying process.

Once dry, newsprint is cut to size and wound onto rolls.

Between the recovered steam and the energy produced through burning bark and other solid wastes, "We'll be energy self-sufficient," Frisch says.

Another Canadian mill—owned by Domtar Inc. in Donnacona, Quebec—also is following the Finnish example. Domtar is in the process of converting the mill to a totally TMP plant with pressurized primary and secondary refiners, according to J. P. Cloutier, general manager/manufacturing. It too will recover steam from the refiners and use it in the drying section.

By next June, Cloutier says, the mill will be producing 520 metric tons of newsprint per day and 60,000 to 70,000 pounds per hour of steam. Energy consumed by the mill will be reduced by 17 percent.

But Cloutier doubts the lower operating expenses will filter down to lower costs for newsprint.

"We are not as profitable as we would like to be," he says. "We intend to remain profitable."

Chemical-TMP process. The chemical-thermomechanical pulping process, which has come into use in some mills the last two years, is yet another example of varying an established technology.

CTMP is primarily a mechanical pulp-refining process but uses sodium sulfite (not to be confused with sodium sulfide used in kraft) with high-pressure steam of the TMP process.

The advantage of the CTMP process is that the steam can be recovered, and it uses less water than kraft and 10 to 30 percent less energy than TMP.

A related process known as chemical-mechanical pulping also uses sodium sulfite and refines the pulp at normal atmospheric pressure, without high-pressure steam.

According to Dr. Thomas J. McDonough, a research group leader at the Institute of Paper Chemistry in Appleton, Wis., there are both advantages and disadvantages to these processes that combine mechanical and chemical technologies.

In addition to being more efficient than kraft, the new mechanical pulping processes, according to those using them, produce better paper products because they capture more fiber than the kraft process. In the CTMP process, 85 to 90 percent of the wood fiber is converted to newsprint; and in the TMP process, 95 percent. By contrast, kraft converts only 50 percent of the fiber.

However, McDonough says that with the newer chemical-mechanical pulping processes, there is a "slight reduction in opacity in newsprint." Further development of the process, which might entail changing the chemicals or increasing the chemical severity of the process, could create "potential environmental problems with the waste effluent," he says.

In addition, incorporating the newer technologies into paper mill operations is a costly and time-consuming undertaking.

For example, the expense of the machinery at the Bear Island plant consumed about 70 percent of the $107 million the mill cost, Graham points out, and it took 18 months of trial and error before the mill produced a competitive newsprint product.

In the laboratories. Bato's Devine and others point out that the newsprint manufacturing industry is conservative by nature, which is why radical departures from the technological status quo might languish in laboratories.

The paper companies are quick to point out that few if any firms have the capital or staff expertise to take a chance on the unproven.

According to consulting engineers to the paper industry, a single-line mill that produces 500 tons of newsprint per day, such as Bear Island, would cost about $300 million to build today. And with refining equipment, paper-making machines and related equipment costing more than $100 million for one production line, the cost of building a mill with several paper-making lines could approach $1 billion.

"When you spend hundreds of millions of dollars on a mill," says W. C. Finley, executive vice president of Donohue, "you tend to be conservative and go with what works."

Finley and other newsprint executives say that if a mill were to implement a revolutionary technology and it did not work, there would be staggering costs associated with the venture.

Most of the experimentation that is going on is in laboratories operated by industry-supported organizations, not at individual newsprint companies.

PPRIC has developed a laboratory model of a mechanical pulping process that eliminates both high-pressure steam and chemicals. Professor Atack says the process would simultaneously cut energy requirements and water consumption.

One company, MacMillian Bloedel Ltd., is spending $11 million to develop a new process based on CTMP at its Powell River, British Columbia, mill. The non-kraft process is expected to reduce energy needs 10 percent below that of TMP.

Graham of Bear Island says the areas poised to gain the most from research and development into further reducing energy and water consumption are the pulping and drying stages of newsprint manufacturing. □

Newsprint mill passes the sniff test

The Bear Island Paper Co.'s mill near Doswell, Va., is almost inconspicuous among the southern pines that feed it.

Except for the log-loaded, 18-wheel trucks rumbling through the area, there are few indications the $107-million mill exists. In that respect, Bear Island is strikingly different from most other paper mills. Putting it succinctly, this newsprint mill doesn't stink.

"You could put this mill next to a country club" without offending the golfers, says E. Gary B. Graham, the mill's resident manager. And in fact, the mill rests within olfactive reach of a major theme park, King's Dominion.

Bear Island's Jim Vlahakis monitors production.

Bear Island, which is jointly owned by the Bato Co., Dow Jones & Co. Inc. and The Washington Post Co., is not disturbing the noses of its neighbors because it is a technological leader in the manufacture of newsprint.

Since starting operations three years ago, the mill has used a new pulping technology that eliminates what is known as "kraft"—the refining process by which wood chips are chemically reduced to pulp fiber. This is the part of the paper-making process that gives off the foul odor akin to rotten eggs.

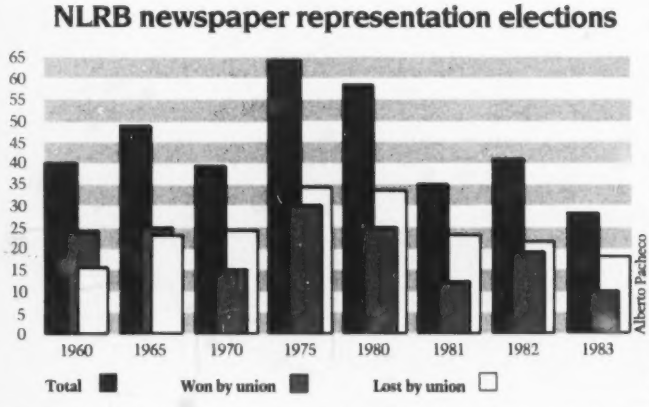
While most mills use a combination of kraft with either thermomechanical pulp refinement or stone ground refinement, Bear Island uses the TMP process exclusively. It was the first mill in North America to do so.

By using TMP entirely and by recycling water, Bear Island uses about 2.1-million gallons of water per day—about half the water-use rate of comparative mills.

And environmentalists have more to cheer about than the mill's concessions to non-smelly air and water conservation. Because of the TMP process, 90 percent of the bulk wood coming into the mill is utilized, compared to 50-60 percent in the kraft process. □

Experts doubt trend will continue, but for the moment unions are in period of steep decline

BY CLARK NEWSOM
presstime labor writer



The number of union-representation elections conducted by the National Labor Relations Board at newspapers dropped sharply in 1983—from 41 in 1982 to 28.

Unions won 10—or 36 percent—of the 28 elections conducted in 1983, compared with 46 percent in 1982. The decrease in the number of elections, which indicates less organizing activity, was accompanied by an increase in the percentage of decertification elections—those called to determine whether an incumbent union still represents a majority of employees.

The share of newspaper elections devoted to decertification proceedings was 32 percent in 1983, the same as in 1982. Of the nine decertification elections in 1983, unions won three and lost six. Of the 13 in 1982, unions won four and lost nine.

In 1975, when there were 64 newspaper elections overall (see chart), only 12, or 19 percent, were decertification-related.

However, some labor specialists predict that the current trends in the newspaper business will not continue. One such specialist, ANPA Manager/Labor Relations Charles Cole, points to several factors that could strengthen the position of unions.

In addition to improving economic conditions, he cites the stabilization of the impact of new technology and the movement toward union mergers. These factors, he says, will result in an intensification of unions' organizational efforts.

"We will see an increase in representation elections and a decrease in decertifications except in the smallest of bargaining units," Cole says. He also notes that the consolidation or merger of small union locals with large locals will forestall decertifications.

But for the moment, at least, the trends in the newspaper business—toward fewer elections and more decertifications—is the same as in industry as a whole. "I would confirm the general trend," says Berton A. Subrin, director of the NLRB's Office of Representation Appeals.

In the NLRB's fiscal year ending Sept. 30, 1981 (the last year for which figures are available), the number of elections—7,512—was the fewest in almost 20 years. And the percentage of union wins—43.1 percent—was the lowest ever recorded by the agency. In 1937, unions won a record 94 percent of elections.

Also in fiscal '81, the number of decertification elections—856—was the second highest ever, and three-quarters of them went against unions. As a result, unions lost 27,527 members—the largest setback ever. Labor experts say that once ousted, unions rarely succeed in getting back in.

There is "no question" about the twin trends, says AFL-CIO spokesman Murray Seeger. But he emphasizes that "the real world is bigger than the NLRB."

NLRB elections represent "less than half" of the organizing activity going on, he notes, because the NLRB's jurisdiction extends only to employers engaged in commerce—not to public employment. Also, he says, some employers voluntarily recognize unions without an election.

"In periods of recession," Seeger says, "organizing activity declines, and organizing becomes more difficult. The mood for organizing has improved. Many employees sense that union workers were better protected during the recession than non-union workers."

With respect to decertifications, Seeger notes that many petitions for such elections are filed after a strike, with striker replacements voting out the union. And like ANPA's Cole, he observes that decertification elections usually are confined to small bargaining units.

Although employers win a majority of elections the first time around, A.A. Imberman of the Chicago-based management consulting firm Imberman and DeForest, says unions win a majority—61 percent—of second elections conducted after the mandatory one-year waiting period. However, unions will not usually attempt a second election unless the vote in the first one was close.

While union leaders say the climate is good for organizing, especially in the public and health-care sectors, social forecaster John Naisbitt sees the United States "moving toward a non-union society." As an indication of that eventuality, Naisbitt points to the fact that fewer than one in four U.S. workers are union members; in 1958, the figure was one in three.

There are, of course, many who disagree with his conclusion. "Mr. Naisbitt is quite wrong, and you can quote me on that," comments John T. Dunlop, secretary of labor in the Ford administration and now a professor of industrial relations at Harvard University.

According to Dunlop, every modern industrial society has a strong labor movement, and "I don't think we're going to be the exception."

Dunlop believes, as does the AFL-CIO's Seeger, that the strength of organized labor is intertwined with the national economy, and that when the economy returns to boom times, unions will again experience a growth spurt. □

DIVESTITURE

How will breakup of Ma Bell affect newspapers?

BY C. DAVID RAMBO
presstime staff writer

The restructuring of AT&T that took effect Jan. 1 is a mixed blessing for the newspaper business.

On the potentially positive side, AT&T now is allowed to offer limited services in unregulated data-processing fields, and this could mean new business opportunities for newspapers. An appealing option for some publishers could be participation in a national videotex service AT&T says it is contemplating.

On the negative side, newspapers, like all other telephone users, will face higher local phone costs, although long-distance tolls are expected to drop.

In addition, there are concerns about telephone services and reliability and the threat of considerably higher wire-service charges.

The nature of the changes coming in phone rates is still uncertain. Most state public utility commissions have yet to settle on new tariffs, and there are many unresolved rate issues before the Federal Communications Commission and Congress.

Some publishers report that their local telephone company executives are unable to provide details on just how extensive rate revisions might be.

"We're just waiting to see what actually comes down before we take any action," says Lloyd W. Ballhagen, president of Harris Enterprises Inc. of Hutchinson, Kan. Many other newspaper companies are doing the same.

New opportunities. Newspapers seeking to take advantage of opportunities in the wake of divestiture may fare well, according to some telecommunications experts.

"Deregulation has set in motion a series of events that newspapers can see either as a threat or opportunity," says independent consultant Christopher J. Burns of Minneapolis. One of those events is that AT&T's Bell Labs and Western Electric are now "free to develop the kind of computer technology that will allow information technology to evolve more rapidly than we've seen to date," says Burns, a former newspaper executive.

© 1983 by Herblock in The Washington Post

AT&T already has developed videotex technology, including a "dumb" terminal called Sceptre that a company official says could be expanded into a personal computer. AT&T technology is being used in Viewtron, the videotex project in southern Florida sponsored by Knight-Ridder Newspapers Inc.

The technology also might be put to use in a national videotex service that AT&T is considering—and which may constitute a major opportunity for newspapers.

Although the divestiture plan signed by federal Judge Harold H. Greene does not allow AT&T to operate a videotex service over its own, long-distance lines until at least 1989, the company could operate one over the local lines of the seven regional firms that have been formed from the 22 former Bell operating companies [presstime, Sept. 1982, p. 10].

AT&T could use satellite service in lieu of its long-distance lines to reach the regional companies. Or it might be able to use long-distance services of MCI or GTE Telenet, although there is some doubt on this point because GTE and other firms operate partly on lines leased from AT&T.

Lawrence Parkus, AT&T division manager/strategic planning and business development, says AT&T has "talked with a number of newspaper publishing organizations" about joint videotex ventures.

He says AT&T does not perceive gathering and editing information "as a set of skills central to our strengths." Newspapers would serve that function, he adds.

"Within the next six months or so, we'll have something to say about expanding our role or keeping it where it is today," Parkus told presstime.

As the pace of such technology steps up, new service opportunities are bound to open at the regional operating company levels, consultant Burns says. He predicts that within a few years, regional companies looking for ways to generate needed revenue will offer their services as a "host" for information systems. There would be obvious opportunities for newspapers.

One company already considering such a network is Pacific Telesis, one of the offspring of what was once known as Ma Bell. It has proposed a fiber-optic system in Palo Alto, Calif., to accommodate cable television programming and two-way information services.

Pacific Telesis has entered into agreements with Chronicle Information Services, a subsidiary of Chronicle Publishing Co. of San Francisco, and Dow Jones & Co. Inc. of New York City for information services that would be carried on the phone company's network. Both teletext, with essentially one-way communications, and videotex, with two-way communications, are planned.

Pacific Telesis would lease channels on its 422-mile fiber-optic system to the city of Palo Alto. The city government itself then could operate the system, using programming "from the myriad available, rather than being limited to a fixed package offered by a single cable television franchiser," according to Pacific Telesis.

The competitive threat to newspapers from such proposed networks "is that somebody else might step in" and take advantage of opportunities to use the "host" for an information service, Burns says. He points out that "there is another cluster of businesses that is also moving in the direction" of serving as information providers.

An example of such a new firm, he says, is EIC/Intelligence of New York City, which recently began an electronic information system offering news in the telecommunications field. "It has all the signs of being successful." Another example is the Boston firm Connexions, specializing in help-wanted advertising for professional recruiters.

Under the divestiture plan, which evolved from settlement of an antitrust lawsuit the Justice Department filed against AT&T, the seven regional operating companies are prohibited from offering information services themselves—at least until market competition develops to the point that their entry will not unreasonably harm other competing firms.

The regional phone companies each must petition the U.S. District Court to be freed from those restrictions. The regional companies are, however, allowed to provide time and weather information. "I believe that in a few years the regional operating companies will go back to the courts and petition for relief," Burns says.

Rate effects. For the moment, at least, most newspapers are looking not at the long-range implications of divestiture but at something that comes in the mail every month—their telephone bills.

Historically, AT&T's long-distance operation subsidized local telephone rates. Long-distance rates effectively were overpriced and local rates were underpriced.

Jane Wilson, ANPA telecommunications specialist, says competition that started about 25 years ago in the phone industry forced AT&T to start bringing its rates closer to actual costs for producing service. Thus, local rates have been going up while long-distance rates have been going down.

"Divestiture, which ended local subsidy, has simply accelerated and intensified this trend," Wilson notes.

Following Judge Greene's approval of the divestiture plan, the FCC ordered residential and business users to pay "access charges" to local phone companies to help make up the loss of the subsidy. Those charges theoretically would ensure user access to long-distance networks. Residential users initially would pay $2 per line and business users would pay $6 per line.

Access charges were scheduled to take effect Jan. 1. But the FCC postponed implementation until April 3 to allow more time to study changes proposed by AT&T in response to the access charges.

Among other things, AT&T's proposed changes would result in higher bills for private-line users such as wire services. The Associated Press and United Press International filed with the FCC an objection to the new tariff. They were supported by ANPA. Since then, AP asked the FCC to delay for another two months the implementation date of April 3.

Richard G. Atkins, AP director of communications, says that based on AT&T's proposed rate changes, "AP's future projected line charges on an annual basis would grow from $12.7 million in 1983 to $21.5 million in 1984—a staggering 69-percent" increase.

AP and UPI have stepped up their satellite delivery plans to save money on telecommunications costs. (See story, p. 37.)

Receiving greater public attention are effects of the access charge on households. Opponents of the FCC plan say the resulting increased monthly phone bill could force many low-income households to do without a phone.

The House of Representatives Nov. 10 passed a bill, HR 4102, sponsored by Rep. Timothy E. Wirth (D-Colo.), that would block the FCC access charges. A similar Senate bill, S 1660, sponsored by Sen. Bob Packwood (R-Ore.), is expected to be the first item of business taken up by the Senate after the 98th Congress convenes its second session Jan. 23, according to a spokeswoman of the Senate Commerce Committee, which Packwood chairs.

In lieu of residential access charges, the bills in part would impose new fees on systems that bypass local telephone systems to serve specific communications needs. Use of such bypass technologies can be cheaper and more efficient than relying on the conventional local phone system.

Bypass technologies are employed by some newspapers by using microwave technology instead of the local phone system to send data to satellite printing plants. Another example is a fiber-optic link being installed by AT&T for the Providence (R.I.) Journal Co. for communications with a company office located six or seven blocks from the firm's headquarters.

"It's well worth investigating avoidance of the local loop," says Providence Journal President and Publisher Michael P. Metcalf.

The bills also specify stiff penalties for failure to pay the so-called bypass fees.

It is still up in the air, however, whether all communications systems that are used in lieu of local phone lines would be subject to a bypass charge. For example, Atkins of AP says the wire service believes its satellite delivery system is not subject to the charges, but he acknowledges that "it's not clear."

Yet another matter newspapers must resolve is the question of whether to purchase telephone equipment or to continue leasing it. Although the right to buy equipment did not start with divestiture, the Bell breakup has brought to light for many executives and households numerous ownership options [presstime, Sept. 1983, p. 38].

These and other issues have contributed to a tone of uncertainty over how competition will develop in the telecommunications industry.

The mood was underscored throughout the fall and especially in December by dozens of year-end newspaper stories that attempted to explain the changes to a bewildered public.

In many newspapers, the costs of generating these comprehensive editorial packages were at least partially offset by the revenues derived from a steady stream of advertising designed to educate the public about what divestiture will mean. Among the advertisers were AT&T, the spun-off companies and AT&T's competitors. □

AT&T has "talked with a number of newspaper publishing organizations" about participating in joint videotex ventures, says Lawrence Parkus, an AT&T division manager.

Newspapers fighting for political advertising, find candidates prefer TV to get their messages across. But the battle is not over.

LISTEN UP, POLITICOS

BY MARCIA FRAM
presstime staff writer

Newspapers are fighting an uphill battle in their war to win back political advertising lost over the years to TV.

Campaign media advisors show an overwhelming partiality for TV advertising and—so far at least—appear to be unaware of newspaper audience demographic research that demonstrates print-ads' effectiveness in reaching voters.

"I see an absolute revulsion at the thought of using newspapers," says Paul Wilson, vice president of Bailey, Deardourff & Associates, one of the oldest and largest firms specializing in political advertising. His blunt comment represents the anti-newspaper thinking of many politicians and their media advisors—thinking that crystalized in the 1960s when television eclipsed newspapers as the major vehicle for campaign ads.

"Newspapers tend to get used as an afterthought," says Jill Buckley, president of Buckley & Associates, which represents candidates for national, state and local office. Political advertisers "assume television is the prime carrier of their message, radio second and newspapers third," she adds.

Campaign strategists within the major parties are giving candidates the same advice.

"It's a consensus that has grown over the years. . . . It's conventional wisdom that newspapers are not the most cost-effective way" to advertise candidates, comments John Francen, director of the media center of the Democratic Congressional Campaign Committee.

Kathryn Murray, director of political communications and advertising for the Republican National Committee, reports that "at this point, there are no plans" for the committee to develop newspaper ads.

Despite this mindset on behalf of campaign officials and media advisors, the newspaper industry is mapping strategies to win political ad dollars in the 1984 political year that begins with party caucuses and primaries later this winter.

The Newspaper Advertising Bureau has launched a campaign to alert its members to the potential of political advertising as a revenue source. NAB has prepared brochures, model letters to candidates, work kits and slide presentations to provide newspapers with data and suggestions on how to go after political-ad dollars [presstime, Oct. 1983, p. 28].

Meantime, individual papers are citing new syndicated data from the Simmons Market Research Bureau and Scarborough Research Corp. to challenge television's claim that it reaches the elusive voter most effectively.

The stakes are substantial, too. Experts project that campaign expenditures this year for the entire gamut of elections—from the White House to the courthouse—will exceed $1 billion. About 60 percent of that—$600 million—is expected to go directly into campaign advertising. That's a sizable part of the U.S. advertising business, which is expected to total more than $85 billion in 1984.

Media Records Inc., which measures newspaper advertising linage, estimates that during 1980, $26.7 million was spent for campaign advertising in newspapers.

Three barriers. In seeking to enlarge their piece of the political advertising pie, newspapers face three formidable barriers deeply rooted in past experience and in previously unchallenged beliefs of many veterans of American political campaigns:

- That television is, by its very nature, a more effective medium than newspapers for reaching voters.
- That television spots, though costlier to produce, are easier to get before the public than newspaper ads.
- That there is research to measure the impact of political advertising on television, but no such research for newspapers.

"Let's face it, television is sexy," says Edward N. Blakely Jr., communications director of the National Republican Congressional Committee.

Commented the Democrats' Francen: "When a [TV] campaign gets going, you really feel it. You can just feel it go. You

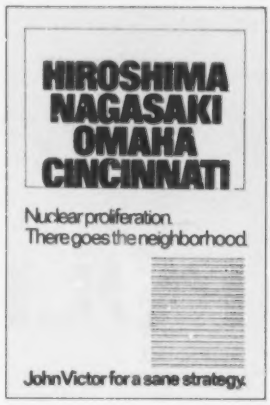
Keeping within the law on campaign ads

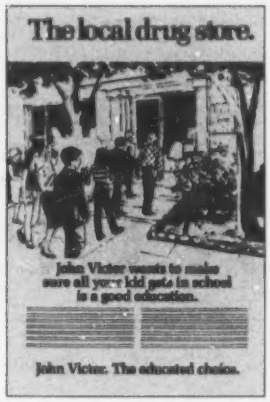
While mapping efforts to convince candidates to increase the amount of political advertising placed in newspapers, publishers and advertising directors should be aware of existing federal laws that apply to political advertising.

Essentially, the laws focus on rates and on identification of the person or group placing the ads. The laws apply to political campaigns for federal office only.

Each ad must state clearly and conspicuously what person or organization paid for the ad and whether it was authorized by the candidate named. Corporations, national banks and labor unions are prohibited from making expenditures from their treasuries for a candidate for federal office.

The rate for political advertising must be no higher than the highest rate charged for non-political ads. Rates must not differ from candidate to candidate. If differing rates are charged two candidates for the same service, the amount of the difference of these rates may be considered an illegal campaign contribution by the newspaper.





Prototype ads prepared by the Newspaper Advertising Bureau give local candidates and newspapers ideas for campaign advertising.

get some feedback from newspaper ads, but it's not like (TV)."

Moreover, the recent trend in American politics has been to wage campaigns based largely on a given candidate's image, and television seems ideally suited for image-building.

On this point, NAB provides material quoting political campaign pros who say that, image-building aside, it takes newspapers to "tell the facts, the real story" about a candidate and the opposition.

An NAB booklet quotes the president of the ad firm that handled Alabama Gov. George C. Wallace's successful 1982 campaign as saying: ". . . We felt the only way to effectively compare and contrast Gov. Wallace's stands on these issues with those of our opponent was in hard, cold print. Newspapers will be a much more valuable medium for us four years hence when cable systems and direct satellite broadcasts will have further fragmented the TV viewing audience."

And the NAB-prepared material cites some research newspapers may use in their fight for political ad dollars.

For example, it quotes a Simmons survey of 1980 voters showing that 72 percent of those who voted read newspapers. It also provides detailed data from the National Opinion Research Center showing that the more politically involved people are, the less they watch TV.

Actions by the newspaper industry to standardize advertising sizes, rate cards and invoices also are being made known to campaigns around the country as part of the effort to close the gap against TV and radio.

With the introduction of expanded Standard Advertising Units (see *Special Report*, p. 14), newspapers are now approaching the standardization of the 30-second TV or radio spot that can be placed easily in multiple outlets.

As an example of what can be done, NAB in the last week of the 1980 campaign placed in 326 papers nearly $2 million worth of Reagan campaign ads on a one-order, one-bill basis. It is planning to expand this service.

A lingering problem for newspapers is how to get new research data demonstrating newspapers' clout into the hands of experts in the field of political advertising.

"I don't think newspapers provide the same kind of demographic data television people do. (Arbitron and Nielsen) are crucial to me when I make decisions," says J. Stephen Powell, senior associate in the Los Angeles firm of Cerrell Associates. With newspapers, he adds, "I don't know what I'm buying."

In December interviews with *pressstime*, other campaign media advisors made similar comments.

Active newspapers. But some newspapers have decided it's time to do battle with such attitudes. The Daily Freeman in Kingston, N.Y., is one of the papers actively soliciting political advertising by building on the NAB's "How to Win Votes and Influence People" slide-tape presentation and by helping candidates prepare ads.

"We didn't sit on our hands and wait for candidates to say, 'Hey, there's an election and we need some ads,' " says John M. Greklek, the Freeman's marketing director. "We went out and pursued them and told them what we could do for them."

Assuring each side in a political race of confidentiality, the Freeman's advertising staff drew up sample ads for opposing candidates and worked out week-by-week, day-by-day campaigns. Greklek claims this strategy substantially increased political-ad linage from a previous election year.

Two other papers, The Greenville (S.C.) News and Greenville Piedmont, have prepared maps of areas with unusually high voter turnout and offered advertisers targeted distribution of campaign advertising by ZIP codes.

The South Carolina dailies also found that, whatever the supposed emotional impact of television, TV reaches fewer people in the circulation area than newspapers. This newspaper dominance in reach is intensified when ads are repeated, says Murray M. Howard, the papers' research and planning manager, because newspaper subscribers are more consistent in their reading habits than are TV viewers in their watching habits.

Taking its own offensive in seeking campaign ads, independent of NAB material, is The Des Moines Register—the largest newspaper in Iowa, whose caucuses are among the earliest and most spotlighted contests in the long presidential year.

Using data prepared by Iowa Scan, a statewide poll conducted by IMR/Opinion Research, the Register advertising department established a clear tie between readers of the newspaper and voters.

Presidential candidates have been sent brochures showing that 83 percent of Sunday Register subscribers and 88 percent of daily subscribers voted in the 1980 election. This is higher than the figure for all of Iowa's registered voters—76 percent.

"Historically (newspapers) have not been well-used (in campaigns), and we're trying to point out to (politicians) that they're making a mistake," says Nancy Mann, national advertising manager for the Register.

What Iowa Scan shows, Mann tells potential advertisers, is that "the politically active person is likely to be a newspaper reader." □

SAUs

Standardization returns to newspapers

BY MARGARET GENOVESE
presstime staff writer

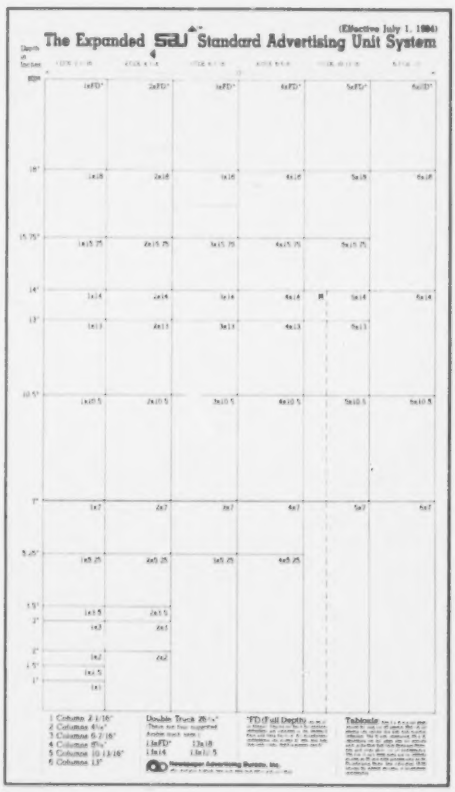
In Junction City, Kan., preparations began last summer. The supply of 34-inch wide newsprint was inventoried, and a new batch was ordered—28 inches wide. The pressroom foreman and production manager got to work on the single-width Goss Community press, making the adjustments necessary to accommodate the narrower web. New computer programs were written. Standing ads were redesigned. Advertisers were notified of the change from a seven-column to a six-column page.

By Wednesday, Nov. 23, the only thing left to do was inform the readers of the Daily Union why they were in possession of a paper a full half-foot "skinnier" than the familiar w-i-d-e version.

So, in a front-page story it was explained that the daily and Sunday papers "changed their size to conform to a national standardized size. Advertisers had asked the newspaper industry to standardize their papers so that they could produce one ad which would fit in any paper across the nation."

None of the experts involved in the expanded Standard Advertising Unit system will estimate how much more of the advertising pie newspapers could capture as a result of it. But they agree that the system is, in the words of Newspaper Advertising Bureau President Craig C. Standen, a part of a "bigger puzzle"—syndicated newspaper audience research, discounts for continuity, editorial improvements and investments in equipment to upgrade reproduction quality—which when assembled make newspapers "more competitive and more attractive."

As newspapers begin voluntarily to conform to the standards called for in the expanded SAU system, changes similar to those in Junction City are occurring all over the United States.



The good news is, officials at newspapers that already have converted to the standard, six-column page express pleasant surprise at how smoothly it went. They credit plenty of planning.

Even better news for the newspaper industry—and for advertisers—is that a large number of newspapers apparently will be on board the SAU streamliner when it departs July 1.

According to the advertising bureau's Charles M. Kinsolving Jr., with only one "possible exception," all central-city, broadsheet daily newspapers in the top 100 standard metropolitan statistical areas "will be in substantial conformity" by that date. Kinsolving, vice president marketing/new technology, notes that these papers comprise the majority of U.S. daily circulation.

The possible exception is in Oklahoma City where The Oklahoma Publishing Co.'s new printing plant is scheduled to open late this year. Initially, the company's two dailies, The Daily Oklahoman and the Oklahoma City Times, will be produced in both the old and new plants. Adjusting the newspapers' old presses to accommodate the change to the SAU system "would cost an awful lot of money," says Gates E. Oliver, director of advertising. What will happen once the old plant is phased out has not been decided, he said.

Outside the top 100 markets, the picture is not so clear. "We get the impression that most people are going along," says Kinsolving. He notes that 90 percent of the smaller papers responding to a ANPA/NAB survey last year said they approved of the plan. And, he adds, "there is a pattern generally for smaller papers to conform to the standards set by larger papers in the region."

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All Knight-Ridder Newspapers Inc. dailies will be in conformance, Kinsolving says, as well as all dailies of Gannett Co. Inc., including its national, USA Today.

What the conformance rate for weeklies will be is even cloudier at this point. Joseph J. Amodeo, executive vice president of American Newspaper Representatives, the major national advertising representative firm for weekly newspapers, says he expects all weeklies will accept advertising in the new SAU sizes, but he believes they will be slower to change their page sizes than dailies.

Because advertising agencies are eager to know which newspapers will conform to the standards as of July 1, NAB and ANPA in mid-December mailed a questionnaire to all U.S. daily newspapers.

The SAU system does not apply to Canadian newspapers, which have their own standardization effort under way [presstime, July 1983, p. 38].

The rush is on. While some newspapers like the one in Junction City are well on their way to implementing the system, others are still holding back.

One such paper is the Journal Star in Peoria, Ill. "We are studying it," says Publisher John T. McConnell. "My guess is we will probably do it." But, he adds, "We may not make it by July 1."

Speculating on why more newspapers in his state have not begun to implement the system, C. Dennis Schick, executive director of the Arkansas Press Association, cites several reasons: the press of everyday business, "procrastination," and a "wait and see attitude" on the part of some publishers. But Schick predicts a "mass rush" toward implementation beginning this month.

All the SAU experts stress that newspapers cannot start the process early enough.

Walter E. Mattson, chairman of the newspaper industry's Working Committee on Advertising Standards, told the ANPA Operations Management Conference & Exposition last June that the mid-1984 implementation date was "just about the day after tomorrow" in terms of things newspapers had to do in preparation.

In October, he cautioned a gathering of newspaper finance officers that if their papers had not already started the process, their situation was akin to that of taxpayers who as of 11:55 p.m. on April 15 have not begun filling out their tax forms.

On Jan. 1, his advice to newspapers that have not started the conversion process was: "Good luck."

Mattson, who is president of The New York Times Co., hastens to add that not all newspapers will have the same degree of difficulty adapting to the standards.

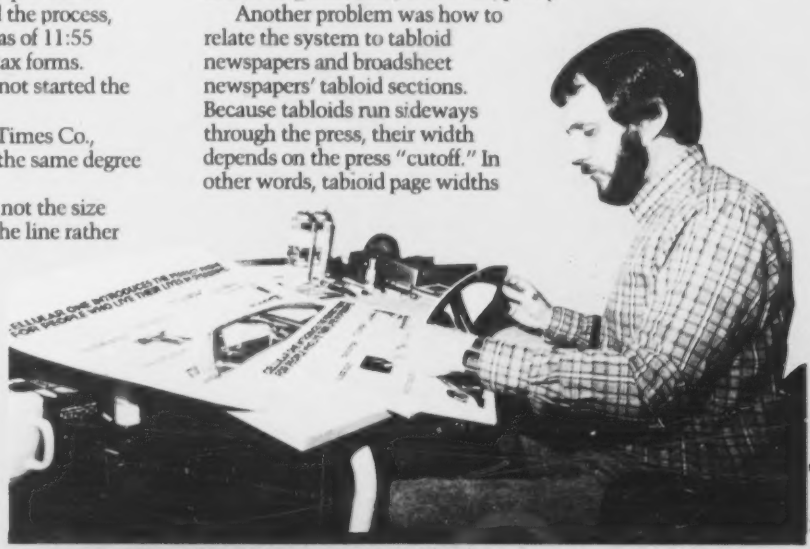
But, he warns, "a newspaper that is currently not the size recommended, or a newspaper that is billing by the line rather than the inch could find themselves with a significant problem," particularly in the information systems area.

According to NAB's Kinsolving, by the beginning of this year newspapers planning to adopt the voluntary standards should have determined what, if any, adjustments to their presses will be necessary. And if the converting papers haven't begun rewriting their computer programs, "they better get to it in a big hurry."

Glitches and questions. It was anticipated that some glitches would develop in the far-reaching system, Mattson says, and they have. However, he adds that "none of them, so far, have turned out to be beyond solution."

For example, one question involved calculation of total advertising space: How are classified advertising and such special newspaper products as preprinted inserts, both of which are not part of the SAU system, to be measured and reported so that there is comparability among all types of advertising? Media Records Inc. has suggested a formula for converting measured lines into standardized reported inches and is circulating the proposal to its members [presstime, Oct. 1983, p. 26].

Another problem was how to relate the system to tabloid newspapers and broadsheet newspapers' tabloid sections. Because tabloids run sideways through the press, their width depends on the press "cutoff." In other words, tabloid page widths



Margaret Genovese

Ad agencies' task of producing ads for newspapers will be simplified by SAUs.

SAU components

The expanded Standard Advertising Unit system calls for newspapers voluntarily to adopt:

- A six-column advertising format, a column width of 2 1/16 inches and a page image area 13 inches wide.
- The standard rate card format recommended by the International Newspaper Advertising and Marketing Executives—an 8 1/2- by 11-inch format, with three holes punched in the left side and information listed in the sequence in which it is listed in Standard Rate & Data Service Inc.'s Newspaper Rates and Data book.
- The 27 standard elements for inclusion on invoices recommended by the Advertising Liaison Committee of the Institute of Newspaper Controllers and Finance Officers
- The inch as the unit of measure for the depth of newspaper advertising, replacing the agate line.

The SAU system also calls for newspapers to offer and accept advertising in SAU units.

The system establishes 56 standard sizes plus one special size for short-cutoff tabloids.

The first three elements of the system—the page and rate card formats and invoice elements—may be implemented at any time. However, newspapers have been asked not to begin billing national advertisers by the inch and to continue accepting advertising in the previous 25 SAU sizes *until July 1.*

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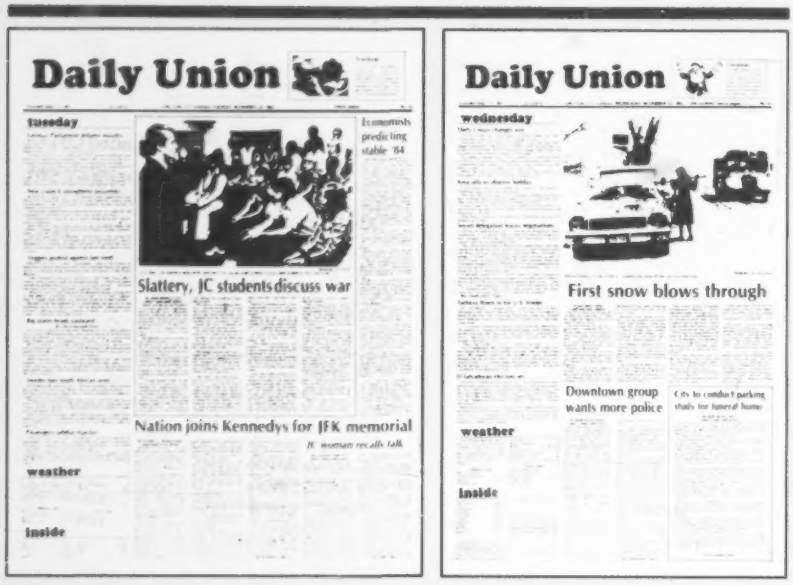

Before conversion to SAU format, Junction City daily was 6 inches wider.

are fixed in size by the diameter of the printing cylinder.

Broadsheet newspapers, on the other hand, run top to bottom through the press. Their width depends on the width of the paper roll. It is their depth that is determined by the diameter of the printing cyclinder.

The Working Committee does not recommend any standardization of press cutoffs, but rather offers another solution to the tabloid-width problem.

The committee determined that broadsheet newspapers with 23 9/16-inch, 22 3/4-inch, or 56 centimeter (22.047-inch) cutoffs could run five of the standard SAU columns in their tabloid sections with some photographic reduction of the page—1.38 percent, 4.97 percent and 8 percent, respectively. This assumes a "gutter" between pages of one inch; less reduction is necessary with a narrower gutter.

There is a certain irony in this solution. One of the basic reasons for the new SAU system was to do away with photographic manipulation of advertising art to fit varying newspaper formats. In no other instance does the expanded system call for photographic adjustments.

A further refinement of the tabloid situation addresses newspapers with an even shorter cutoff of 21 1/2 inches. The committee suggests these papers consider making up their tabloid pages in a six-column format, because a five-column format would involve severe photographic adjustments.

Of the 20 tabloid daily newspapers for which ANPA has production information, most are in the category of those that could accommodate the system with five standard columns and some page reduction. For the shorter cutoff tabloids, the Working Committee has added one special SAU unit to complement the standard units that fit the format.

This so-called "N" unit is a full-page ad for those newspapers. It was so-named for the two biggest tabloid papers in this category, Newsday of Long Island and the New York Daily News.

Despite the Working Committee's efforts to take care of the special problems of tabloid formats, some dissatisfaction lingers.

"Throughout the SAU process, the tabloids were treated like stepchildren, if they were treated at all, and basically they've gotten a real raw deal," says H. Philip Nesbitt Jr., vice president of the Society of Newspaper Design. Nesbitt Jan. 3 leaves the Chicago Sun-Times where he has been managing editor/graphics to become a newspaper design consultant.

The Working Committee also developed a solution to the problem posed by smaller circulation, broadsheet newspapers printing very wide pages. Some of these papers are loath to adopt a 13-inch-wide page because they lack the press capacity to expand the number of pages they print. In other words, loss of page width could not be compensated for by running more pages.

The committee suggests that newspapers in this predicament adopt the standard SAU column width but run seven columns across a page instead of six.

Another question being asked is, "What is the best format for a six-column page under the SAU system." The question arises because typesetting machines measure width in picas and points—not in the inches specified in the SAU system where the basic measure is: one column, 2 1/16 inches wide.

Working Committee member Frank J. Stanczak, an ANPA production engineer who is fielding production-related queries, says there is no best answer to that question. It depends, he says, on how much space newspapers want between columns. He says newspapers have a choice of three formats that work within the SAU parameters—one with eight points of space between columns, one with 12 points and the third with 14 points.

Other-than-production questions are forwarded to NAB's Kinsolving. And he says he is getting quite a few about the SAU system's recommendations on invoices.

The Advertising Liaison Committee of the Institute of Newspaper Controllers and Finance Officers has recommended that newspapers list 27 specified elements, as a minimum, on their invoices. There is some confusion about certain of them, Kinsolving reports. The INCFO committee is now working to define these elements.

Another common question, Kinsolving says, centers around the situation where an ad runs one day in the classified section and the next day in another section. How does the newspaper respond when the advertiser asks why he is being billed on the basis of eight or nine columns one day (for classified display) and six columns the next. "The answer," he says, "is you've got to explain it to him."

Kinsolving notes that the burden for explaining the system to local advertisers falls on the newspapers themselves. But NAB is preparing booklets to help. The bureau also is preparing brochures that it will distribute to advertising agencies, national advertisers and national retailers.

Committees, computers. To help newspapers that decide to adopt the system, ANPA and NAB last August distributed another publication, prepared by the Working Committee, that lists matters for each newspaper department to consider. Many newspapers are using the booklet as their basic blueprint for conversion. Additional copies are available from ANPA.

As they begin the implementation process, many newspapers are first forming an interdepartmental committee.

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At the Chicago Tribune, for example, a "project team" was formed last September, and it will continue to meet about once every three weeks until July 1.

The first assignment for each team member was to draw up lists of tasks and timetables for his or her department. Then team captain D.M. Robertson, special projects manager for advertising, compiled a conversion schedule. Robertson recommends that newspapers give one person the responsibility of bringing all the pieces of the conversion puzzle together.

Changing computer programs is "the most time consuming and one of the more costly tasks of this project," says Barry T. Peckham of The Dallas Morning News.

Changing computer programs is "the most time consuming and one of the more costly tasks of this project," according to Barry T. Peckham, assistant controller at The Dallas Morning News.

While the Morning News already has the correct page size, it operates under a nine-column advertising format and bills on a per-line basis. Therefore, the conversion means "some rather significant changes to our billing and statistical computer programs," Peckham told a seminar on the SAU system arranged by the Texas Daily Newspaper Association.

Providing a financial-side perspective on the conversion process, he said that 162 computer programs will have to be changed at his paper, including those for billing, contract administration, past financial performance, daily linage and production control. He says the project will take 65 man-weeks of work.

In recognition of the critical role its computer experts play in the SAU conversion, the Morning News has designated the data processing department manager as co-chairman of the paper's interdepartmental project committee.

Non-metro papers also are finding they face a major task in the computer area, as Frank B. Burke, treasurer of South Jersey Publishing Co., recently discovered. Analyzing what will be involved as The Press of Atlantic City adopts the SAU system, Burke determined that converting to inches, switching to a six-column advertising format and incorporating some of the INCFO invoice recommendations will require changing 175 computer programs. He estimates it will take the paper's data processing manager 18 weeks to complete the assignment.

Information sharing. If computers are the most challenging internal aspect of adopting the system, educating local advertisers on what it means for them is perhaps the most challenging external aspect. And when it comes to finding the best way of communicating the six-column standard to advertisers, there is an extraordinary amount of information-sharing going on among newspapers.

"I think we picked the brains of everybody else that had done this prior to ourselves," says Roger H. Clapp, advertising director at the Richmond (Va.) Times-Dispatch and The Richmond News Leader.

Those papers changed from eight- to six-column format and began billing retail customers in inches last April, just before the SAU system was formally endorsed by the boards of directors of ANPA and NAB. Clapp says his newspapers were committed to narrowing their newsprint web from 59 inches to 55 inches anyway, and they "gambled that (the SAU system) would be approved."

There is a wealth of experience upon which newspapers like those in Richmond may draw. Since The Courier-Journal and The Louisville Times became the first metropolitan dailies to switch to six columns in 1965, more than 500 other dailies have done so.

Advertising officials at some long-established, six-column newspapers report they have been innundated with requests for "how-to" information.

That's what happened to The News and Observer and The Raleigh (N.C.) Times after Advertising Director Fred D. Crisp Jr. appeared on an SAU panel at a meeting of the International Newspaper Advertising and Marketing Executives. Crisp mentioned that his newspapers had prepared a booklet for ad staffers to facilitate a 1981 switch from eight to six columns. The 10-page booklet contained likely questions from advertisers and suggested responses. As soon as Crisp returned to Raleigh, requests for copies of the booklet began pouring in. More than 100 such requests eventually were received.

To ensure that his sales staff could explain the changes to advertisers when The Evansville (Ind.) Courier and The Evansville Press adopted the SAU six-column format Oct. 2, Richard R. Graybill, advertising director, instituted a formal training program.

Graybill introduced his sales staff to the new format with a cake. "We divided the cake into nine columns and six columns," he says. "Those needing a larger piece, of course, got the six-column."

From his vantage point, the conversion was a piece of cake. "It just went amazingly well," Graybill says. The advertising department also produced a printed information sheet and a prototype newspaper to assist in the communication effort.

One important message to get across to advertisers, says Harry L. Garrett, advertising director of The Index-Journal in Greenwood, S.C., is that "you are not trying to raise rates underhanded" with the format change. His newspaper is scheduled to switch from eight to six columns this month.

Although the Working Committee advises newspapers that they "may wish to avoid combining the format change with a rate increase," at least two newspapers went ahead and did it. The El Paso Times and El Paso Herald-Post raised their rates 8.5 percent last July—on the same day they converted to six columns. And they encountered little adverse advertiser reaction.

"We just decided it was best to go ahead and do it at that time and get it over with, and I was glad we did," explains William W. Berryhill, advertising director for the Newspaper Printing Corp., which is responsible for selling ads for both papers.

Pressroom, newsroom. Although NAB's Kinsolving says adopting the system "turns out to be less of a production problem than a procedures and pricing problem," some papers have found that conversion to SAUs requires time-consuming and costly adjustments in the pressroom [presstime, Sept. 1983, p. 36].

John H. Phillips, production director for The Arizona Republic and The Phoenix Gazette, estimates that it cost the papers $1.6 million and took six months to adjust 62 press units and seven folders when they went from a 57-inch to a 55-inch newsprint web last August.

All the work was done by the newspapers' staff from engineering plans purchased from press manufacturer Goss Newspaper Products. Goss personnel were retained to oversee the operation.

Phillips recommends that other newspapers also consult their press manufacturers before attempting to make adjustments. He adds: "I can't say enough for planning."

As with the switch to six-column format, narrowing web widths is nothing new for newspapers. Press manufacturers say the expanded SAU system will accelerate a trend toward narrower webs and shorter cut-offs that began with a desire to save on newsprint costs.

The editorial side also plays a role in the conversion process.

Some newspapers are taking the opportunity afforded by the conversion to dress up their news columns.

For instance, when The Joplin (Mo.) Globe converted last August, it also redesigned its front and inside pages, added some new features, changed body and headline type, and went to "downstyle" for headlines.

Even if wholesale changes are not made, there still are many editorial nooks and crannies that must be attended to when a newspaper shifts to SAUs.

Drake Mabry, associate editor and assistant to the publisher of The Des Moines Register, recommends that a newspaper's editor, data processing manager, production director and layout artist gather two weeks' worth of papers and go through them "inch by inch and column by column" to determine what should change. The Register made the six-column switch several years ago.

Pockets of resistance. Despite all this activity, there remain "pockets of resistance" to parts of the system, admits Working Committee member Frank J. Savino, vice president/marketing of The Record in Hackensack, N.J.

One holdout, John E. Andrist, publisher of the Omak-Okanagan County (Wash.) Chronicle, cites economic reasons for his decision not to adopt the standard column and page size.

The 6,000-circulation weekly runs six columns across its page, but the page measures 14 3/4 inches in width. "To reduce my column widths to the SAU standard would also reduce the amount of material that I can put on a page of paper and thereby force me to carry more pages to carry the same amount of material," says Andrist. Because the newspaper is printed elsewhere, "I have to pay that press for every time it rolls over, and if I make it roll over more, it's costing more money," he says. Andrist says his paper will accept ads in the new SAU sizes and charge advertisers only for the space they occupy.

Raymond L. Lancello of Metropolitan Newspaper Corp., which publishes The Green Bay (Wis.) News-Chronicle, a tabloid, and two broadsheet weeklies, says those papers probably will not adopt the system right away because they do not want to "upset" their advertisers by instituting a change. "We'll let our competitors get everybody mad, then we'll do it," says the sales promotion manager.

Also deciding not to adopt the system is the nation's largest daily, The Wall Street Journal. National Advertising Production Manager Robert D. Higgins says that because the Journal has always had a "somewhat different" column width than most major newspapers, requiring ads to be made up exclusively for its format, "we didn't feel there was any need for us to go with the SAUs at this time."

One publisher who had exorted his colleagues to support an alternative plan to the expanded SAU system now is reconciled to going the SAU route. However, Hugh B. Patterson Jr. says there will be "some expansion and some elaboration" on the system at his Arkansas Gazette of Little Rock. The paper will add some units to the system to provide for "modular" makeup, he says. "The expanded SAU program that has been proposed is an improvement over what they had before," Patterson says, "and it's a hell of a lot better than nothing."

Advertiser reaction. If all newspapers made it their New Year's resolution to adopt the system, no one would be happier than Frank J. Hajek and Donald Demarest, chairmen of the Newspaper and Print Production committees, respectively, of the American Association of Advertising Agencies. The AAAA formally endorsed the system in November [presstime, Dec. 1983, p. 37].

"The degree of success of the program is going to be contingent upon the degree of participation by the newspapers," says Hajek, associate media director and manager of print operations for the Dancer-Fitzgerald-Sample ad agency.

"I would like all papers, regardless of size and circulation, to get involved in the expanded SAU system," echoes Demarest, vice president and manager of print production for Young & Rubicam Inc.

At the Newspaper

The Chicago Tribune's "project team" meets to discuss implementation of the SAU system.

Prototype newspapers are considered helpful in explaining to advertisers the switch to six columns.

Advertising Bureau, officials remind publishers of smaller newspapers that the system is important for them, too, because SAUs will be used by more than just national advertisers. The trend toward chain stores means that a large portion of retail advertising is now being developed in centralized company headquarters, they note.

Another thing to remember, according to NAB and others, is that after July 1 newspapers not billing in inches could encounter ad-agency resistance.

Otis Kirchhoefer, editor of Standard Rate & Data Service Inc. publications, says that newspapers declining to bill in inches are "kind of cutting their throats" because major ad agencies will be programming their computers to buy by the inch. Beginning with this month's edition of Newspaper Rates and Data, SRDS will be reporting rates in both lines and inches. Beginning with its July edition, only inch rates will be reported.

Kirchhoefer says, however, that if some newspapers continue to report their rates in lines, SRDS "will not kick them out of the book."

And how will advertisers respond once the new system is in place? Will additional advertising come newspapers' way?

Thurman R. Pierce Jr., chairman of the AAAA's Subcommittee on Newspaper Formats, admits, "We don't know."

Adds the J. Walter Thomson U.S.A. executive, the new SAU system is "one tool in the total marketing development of newspapers that favors more sales of advertising."

History. Pierce points out that in adopting the expanded SAU system, the newspaper business is not embarking on something new, but returning to the days when there was standardization of newspaper format.

That earlier standard got lost in the race to adopt new technologies, especially "cold type" processes. Cold type freed newspapers from the rigidity of typesetting formats mandated by Linotype machines; and the result of that freedom was literally hundreds of column widths and page formats.

To help advertisers cope with this bewildering variety, the newspaper industry in 1975 began a process aimed at regaining some sense of standardization.

First came what was known as "Advertising Dimension Standards." Then came the "Recommended AAAA Standard for Preparing National Newspaper Advertising Material."

This gave way to an earlier SAU system, endorsed in late 1980 by the ANPA Board. In that system, also voluntary, broadsheet newspapers were asked to accept advertising in 25 basic units and six alternative sizes; 15 of the units also could be used by tabloids [**presstime**, Jan. 1981, p. 9].

This earlier SAU system, which its designers admitted was a "compromise" to find the best fit for all newspaper formats, was targeted at national advertisers. Two weeks after that system officially took effect on Sept. 1, 1981, the ANPA Board authorized a study into the feasibility of extending the system to all advertisers, including retailers. The expanded SAU system was the result.

But will the standardization effort end here? Maybe not. The Association of Newspaper Classified Advertising Managers' new SAU Committee decided last Nov. 30 to send a questionnaire to the ANCAM membership to determine what degree of standardization exists in newspapers' classified pages.

According to ANCAM President Richard E. Riggins, the committee found "three or four newspapers at most" with a six-column classified ad format—and little interest among others to switch. But, says the classified advertising manager at the St. Petersburg Times and Evening Independent, there may be some trend toward classified standardization already under way, and the committee wants to find out what it is.

Beyond the possible inclusion of classified advertising, ANPA Vice President/Technical William D. Rinehart observes that adoption of the expanded SAU system is "a necessary step leading toward satellite delivery of ads." Rinehart also says the standardized format will reduce the complexities and cost of pagination equipment. And, he adds, it could spur development of new technologies for wirephoto transmission.

But for the moment, participating newspapers will not be looking ahead to satellite delivery or sharper wirephotos. They will be watching to see whether the expanded Standard Advertising Unit system will indeed pay dividends as newspapers compete with other media for advertising dollars. □

Related stories

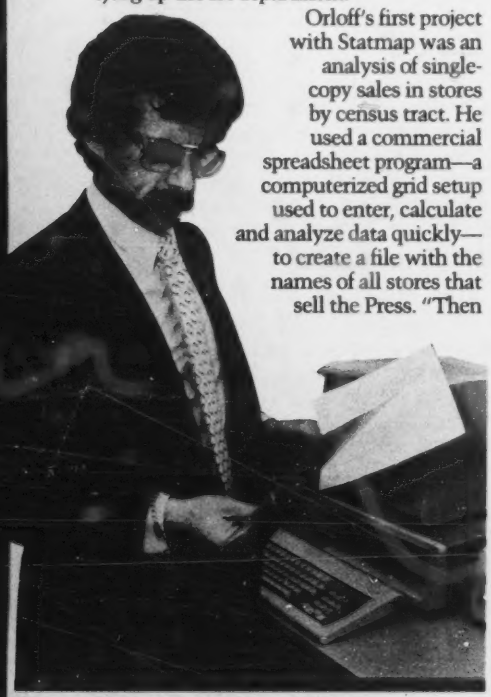
- An ad-agency executive praises SAUs, p. 33
- All newspapers can benefit from SAUs, p. 40

Computer program does imitation of Rand McNally

The Asbury Park (N.J.) Press is the first newspaper in the country to use the computer mapping program called Statmap, and the circulation, advertising, marketing and news departments are benefiting from it.

The program, which runs on the IBM Personal Computer XT, creates full-color maps that can be displayed on a color monitor or printed on a pen-plotter—an automated drawing machine used in mapmaking, chartmaking and lettering. Statmap is a product of Ganesa Group International of McLean, Va.

"The maps give us new perspectives on the information we use to make decisions," says Richard W. Orloff, the newspaper research manager. "And best of all, we can now create them quickly, without tying up the art department."



Orloff studies computer chart.

Orloff's first project with Statmap was an analysis of single-copy sales in stores by census tract. He used a commercial spreadsheet program—a computerized grid setup used to enter, calculate and analyze data quickly—to create a file with the names of all stores that sell the Press. "Then we entered the census tract for each store and the store draw for each day of the week," Orloff says. "The lotus 1-2-3 spreadsheet program converts this file into one that Statmap can read.

"We purchased special files with the geographic coordinates for all the census tracts in our market," he adds. "Statmap automatically matches that file with the data file we created. Then it draws each census tract and colors it in based on the value associated with that particular tract. We can select the colors and the value ranges. Statmap even puts a title and legend on the map."

If the staff likes the map, it sends the image to the pen-plotter. The plotter can make paper prints or acetate overlays for projection, both in the same colors as the version on the screen, Orloff says.

Circulation Sales Manager Richard D. Haas is impressed by the computer program's work. "We now have a graphic analysis of our market that regular computer printouts just can't give us," he says. "We can quickly identify pockets of opportunities that suggest some modification in our distribution strategies."

Geographic distribution of store draws was only part of the information the study yielded.

"We also polled our stores as to what time of day they sold the most newspapers," says Haas. "Then we gave each store a code of its best period and mapped it. This is vital information when we look at our truck routes and delivery times."

The use of Statmap is not limited to circulation maps. Recently, Orloff created a series of on-screen demographic maps that he ran at a trade show. And for a major advertiser, he created maps that showed retail sales for all 29 counties within the New York ADI (Area of Dominant Influence).

Geographic coordinate files are available for regions, states, counties, congressional districts, towns, census tracts, ZIP codes and any user-defined area.

"To create data files, users would need the dBASE II data base management program," Orloff explains, "because that is what Statmap is designed to read. However, Lotus converts its own files into dBASE II formats, so you don't need to buy both." The Press, however, does have both programs.

"I read that Sammamish Data Systems of Bellevue, Wash., converts census summary tape files into dBASE II data files and puts them on floppy disks," Orloff says. "So we bought two of the company's files. It saved us a tremendous amount of time. And we can really play with the data because Statmap, dBASE II and Lotus can read these files."

Sammamish also offers a program called Census Data System that reads census files and creates finished reports on the screen or printer. All the user does is specify the geography and data type desired, and a report is created.

Ganesa Group International, the producer of Statmap, also offers a program called PBG (Presentation Business Graphics), which Orloff uses to do further analysis. "Where data relationships need to be statistical instead of geographic, we use PBG in addition to Statmap," he says. PBG reads the same files as Statmap and converts the data into bar, pie, line and pyramid charts.

"It's really easy to use," the research manager reports. "The colors and the charts make the data easy to understand. PBG even has a feature that creates large size text for title pages or overlays." PBG can read files from several popular commercial software programs, including dBASE II and spreadsheet programs such as Lotus, Multiplan and Visicalc.

Press editors are keeping a close eye on the mapping and graphics coming from the marketing research department.

"When a graph is needed close to a deadline, we will be able to produce it in minutes," says John Van Pelt, graphics editor. "A few weeks ago, I needed a line graph showing trends for college board scores. I gave Rich (Orloff) the numbers, and we had a line chart in just a couple of minutes. He even scaled it down to the size I needed. We just traced it, shot a photostat, and we were ready to go."

Van Pelt and Orloff are also working to produce color graphics for publication in the Press. "With the pen-plotter," the graphics editor says, "we can divide the computer-generated colors of a graphic or map into their constituent parts and print them out as ready-made color separations."

Orloff says questions about the programs should be directed to him at (201) 774-7000, ext. 3230. □

You can mix water and ink!

Today, nearly a decade since the skeptics said it couldn't be done, the notion that you can mix water with ink continues to pay dividends at The Journal Co. of Milwaukee.

The Milwaukee Journal, which was a pioneer in color reproduction on newsprint, pushed newsprint color into a new era with the approach it took to convert from letterpress to direct lithography. The final solution not only solved a specific problem for the Journal and Milwaukee Sentinel but also has the potential to benefit offset printing.

The feasibility of mixing water and ink first came to mind in the mid-1970s when stereotyping was beginning to wane. Publishers throughout the country struggled with a similar problem: Should we convert to the new but expensive offset presses, to the ANPA-developed DiLitho® process or to one of the offset-conversion systems that had yet to prove themselves?

The Journal Co. searched for an alternative, relying on the talents of its pressmen, electricians and machinists. The staff at Newspapers Inc., the division of The Journal Co. that publishes the Journal and Sentinel, took the unprecedented approach of delivering a single mixture of ink and fountain solution directly to the plate. The letterpress units could retain their original ink-distribution systems, and the conversion could be done internally, greatly reducing the cost of the project.

Jerome T. Lettenberger, the company's building maintenance supervisor and catalyst for the project, notes that the letterpress ink-distribution system was relatively simple because the newspaper uses the letterpress ink distribution system also to deliver the fountain solution to the plate.

Lettenberger believed the ink and fountain solution could be premixed and delivered as a stable mixture to the plates, where it would separate neatly into its respective image and non-image printing areas. The question was: Would the ink print correctly if mixed ahead of time with the fountain solution?

In 1975, the first tests were conducted using a mixture of water and black ink. Encouragingly, the ink and water stayed together as a mixture, then separated precisely on the lithographic plates.

Newspapers Inc. subsequently outfitted its first letterpress unit for direct lithography. The press sported a mixing system and saddles to compensate for the differences in plate thickness. When the process proved to be a success, more units were converted.

The conversions continued until late 1979 when all of the paper's black printing used direct lithography on modified presses.

In front of the press are (counterclockwise from front) Journal Co. President Warren Heyse, Kahlor, Adams, Assistant General Foreman Kenneth Roth, Lettenberger and Pressroom Foreman Jerome Krzeminski.

Unfortunately, printing quality with the process red ink wasn't very good. Instead of forming a mixture, the ink formed weak solutions of chemical bonds with the fountain solution. Rather than producing vivid color graphics, a combination of "scumming" and "blinding" occurred. This meant that where an image was not supposed to appear, one did (scumming); and where an image was to appear, one didn't (blinding).

Recognizing that the problem was one of ink and chemistry, the company began working with an ink supplier, J. M. Huber Corp. of Edison, N.J., to formulate new color inks.

Says Kenneth W. Adams, Newspapers Inc. vice president-production director: "We had to come up with an ink that would hold the water in suspension so it would not mix with the pigment and oil. That was the whole key—keeping the water droplets in suspension so they would separate only when they hit the plate."

Carbon black, the black ink pigment had a chemical structure that wouldn't go into solution with water. But the structures of pigments used in color inks encouraged weak ink/water solutions.

After a great deal of analysis, Huber's chemists discovered ways to lower the ink's surface tension and keep it from going into solution. But the challenge didn't stop there. The inks had to work consistently, day in and day out, under a wide range of temperature, pressure and paper conditions.

After testing countless formulations, Huber's chemists—working closely with Newspapers Inc.—succeeded in finding the right combination for color inks capable of lithographic printing from a mixture of water and ink. In addition, an entirely new set of quality-control tests was developed for the special inks.

Once on the newspapers' presses, the inks proved to be a startling success. The last color deck was converted to direct lithography in November 1982. When all the costs were tallied, the conversion came in at well under $1 million.

Robert A. Kahlor, president of Newspapers Inc., says, "Development and implementation of this system by our staff was a remarkable achievement. We firmly believe we developed a unique direct lithographic system that provides better quality at less cost than any direct lithographic or offset conversion system being used today."

Journal and Sentinel editors are enthusiastic about the quality of color reproduction. The papers display front-page color daily and in several special sections throughout the week. Says Sentinel Managing Editor Trueman E. Farris Jr., "We're confident that we will get excellent, often spectacular, color."

Adds Journal Editor Richard H. Leonard: "It's similar to offset color and has made a big difference to us because we're so color-conscious. I think our expanded use of color has made the paper much more appealing."

Huber officials believe their special inks might be useful for other applications as well. One might be to improve the ink distribution on offset presses.

Customer Services Manager Robert Keoughan says, "At Newspapers Inc., whatever goes through the ink-distribution system is a constant flow that never changes. The newspapers have eliminated the need to change continually the ink and water balance." □

Pagination
graphics progressing, vendors blossoming

BY PAUL KRUGLINSKI
presstime technical writer

Interest in pagination technologies—both within the newspaper business and among vendors offering the systems—continued to grow in 1983.

Instead of dramatic breakthroughs, though, last year's pagination scene was marked by the signing of a number of marketing agreements among vendors. Many firms seemed to realize that the cost of developing all the components of a total system is beyond the means of one firm.

It was also a year when many newspaper executives say they stepped back to look at the broad pagination picture. No longer dazzled by this technology, the executives asked pointed questions about the status of pagination—what it is doing at various newspapers, what new systems are available or on the horizon, and whether, in the end, it is better to buy now, buy later or forget about buying altogether.

Another key question is whether more traditional newspaper equipment being purchased, such as front-end systems and typesetters, is compatible with pagination systems should a subsequent decision be made to go into electronic page makeup.

By year's end, more than three dozen U.S. daily newspapers were electronically composing at least some of their pages. But technology specialists say that only four newspaper operations are using the most sophisticated aspects of pagination: principally the conversion of photographs and line art into electronic impulses—"digitizing"—and then using a laser output device to create complete pages on photographic paper, negative film or plates.

Investor's Daily staff looks over paginated prototype—(from left) Editor Maryanne McNellis, Jack Lynch, Steve Fox, Timothy Ord.

On the newspaper side. Of late, the Gannett-owned Utica, N.Y., newspapers—The Observer-Dispatch and The Daily Press—have drawn the most interest.

According to George A. Alexander, associate editor of The Seybold Report on Publishing Systems, which monitors electronic prepress systems, Utica's Hastech Inc. pagination system and related equipment come closest to the ultimate pagination concept—the ability to manipulate electronically both text and graphics and then deposit the data directly onto a printing plate or film.

"It's just now beginning to work," says Alexander. "Utica comes closest to being a true pagination system."

While the page text is now being composed electronically at Utica, the editors at the makeup terminals still have to leave space on the page for the artwork, advertising and halftones. These graphic elements are exposed onto the plates at the platemaking stage.

The Utica dailies are among those that are using Layout-80™, the ANPA-developed software package that electronically dummies advertising into the newspaper.

A number of other Gannett newspapers that are experimenting with pagination are watching developments in Utica.

For instance, Cocoa (Fla.) Today has expanded its Hastech system's memory capacity to accommodate digitized graphics, and the paper plans to switch from producing its composed pages directly on photographic paper to producing them on negative film. But according to Cocoa Systems Manager George E. Malone, making that move hinges on the success of the experiment at Utica.

"If Utica flies," he says, "we're the next in line for graphics capability."

Officials at the granddaddy of newspaper experimentation with pagination—Gannett's Westchester Rockland (N.Y.) Newspapers Inc., where the process began in 1981—will also be looking hard at expanding their graphics capabilities this year.

According to Joseph M. Ungaro, vice

president/executive editor of the newspapers, the 10 dailies produced at the two Westchester Rockland plants are currently incorporating ad makeup into their Hastech systems.

"We'll be looking at the rest of the graphic systems out there" in 1984, he says. Ungaro calls the move to manipulate graphics "a matter of evolution."

The fourth newspaper operation using sophisticated pagination, The Star-News of Pasadena, Calif., purchased its system from Information International Inc., or "Triple-I" [presstime, Dec. 1982, p. 38].

The Knight-Ridder daily continues to fine-tune the system.

Last year the paper added the new Triple-I 2025 Page Makeup Station for use in the classified department and a 2083 Electrostatic Hardcopy Proof Unit for proofing the paginated pages before they are phototypeset.

"We've reached the point where we're totally paginated except for regional and national advertising," says Publisher William R. Applebee.

The newspaper has the capability to manipulate advertising graphics electronically, he says, and will start doing so after negotiations are completed with the ITU union local, possibly early this year.

The Star-News also is converting its output process, which is now direct-to-photographic paper, to direct-to-negative, Applebee reports. "And we'll be looking at direct-to-plate" in the future.

The only other U.S. newspaper company to buy a Triple-I system is Dow Jones & Co. Inc., owner of The Wall Street Journal and Barron's financial weekly.

Composition Systems Inc. terminals now being installed in the Journal newsrooms will be part of a pagination system that will feature Triple-I file management and page-makeup stations similar to those at The Star-News. Dow Jones also will be using Triple-I's "raster converter," which converts data to digital form to allow the data to be sent via facsimile transmission.

However, the parallel between the two newspaper operations ends there, says Charles F. Russell, engineering manager at Dow Jones. Pages will be composed at five Dow Jones locations, then sent via facsimile transmission to the Journal's 17 printing sites. Russell says a prototype of the system could be operational by June.

On the vendor side. Hastech and Triple-I, the first entrants into the pagination sweepstakes, continue to market their wares with varying success.

Hastech seems to be getting the bulk of the business. Thus far, the firm has sold some variation of its system to 30 newspapers in North America. A basic HS-52 system consisting of one PagePro terminal and one AdPro terminal, disk drive, typesetter interface and software costs about $175,000.

Itek's Visitek system

Information International Inc. remains the only electronic page makeup firm whose equipment can scan broadsheet full-page advertising.

However, the system's price and some difficulty in editing text on it have slowed marketing efforts, according to many pagination observers.

A basic system consisting of a file manager, a page makeup terminal, a typesetter, and the hardware and software to scan halftones and illustrations costs about $445,000.

"There's a lot of interest," says Kevin P. Howard, Triple-I's manager/media and public relations. "But not many people are breaking out their checkbooks in the newspaper market."

Hastech and Triple-I have now been joined by many other firms attempting to market compatible pagination systems. Most are doing only bits and pieces, but three are aiming to produce the complete system.

Atex Inc. is marketing both editorial and classified pagination systems that are currently being tested at several sites. The Rocky Mountain News of Denver is testing the classified system, and The Minneapolis Star and Tribune and The Philadelphia Inquirer the editorial system. The firm expects to announce marketing agreements with other vendors by June.

Although it appeared the Harris Corp. was leaving the newspaper business last year when it spun off Harris Graphics Corp., the firm recently introduced the 8300 Page Layout System, which will be marketed to newspapers.

Three systems have been sold in Europe and three in the United States—one to the Alexandria (La.) Daily Town Talk and the other two to weeklies. Although the system has only text-paginating capabilities, the firm is developing an on-line graphics sub-system, which is expected to be introduced this summer. The current system also has a split-screen feature for text editing.

A new entry, Liber Systems Inc., demonstrated its pagination system at the IFRA '83 trade show in Amsterdam and will be demonstrating it at the ANPA Operations Management Conference & Exposition in Atlanta June 9-13.

What's impressing many people about the Liber system is its financial backing. Liber's parent company is worth $3 billion and is owned by the Swedish government, which gives the subsidiary the wherewithal to develop a sophisticated system, according to industry leaders.

Getting together. But far more firms are moving into the picture by joining hands

Spotlight on CPU-to-film

Although conditions for using electronic page makeup may be favorable, direct-to-plate production could very well turn out to be a costly technological mirage—at least for large metropolitan dailies.

Barry V. Harris, vice president/prepress at Dunn Technology Inc., points out that a newspaper with one million circulation would need about 20 laser-driven platemaking devices to produce the 1,200 plates per hour needed to print the paper.

At the present time, the lasers are both expensive and short-lived, notes the official of the high-technology research firm. And that makes the technology very unattractive.

All in all, he concludes, the return on investment is too poor for any large newspaper to consider it. The more logical route for metro dailies, he believes, is direct-to-negative technology: using lasers to expose negative film, then using the film to expose plates

George Alexander, associate editor of The Seybold Report, agrees: "The multi-machine problem at large metropolitan dailies remains a problem, and the more likely route for them to go is to negatives."

Triple I's 2025 Page Makeup Station displays page with graphics.

with some pagination pioneers to produce comprehensive or "integrated" systems.

"People in this business are no longer trying to build everything themselves," says Barry V. Harris, vice president/prepress of Dunn Technology Inc., a California-based consulting firm.

For example, Harris points out that in the Hastech pagination system, ECRM supplies the scanner, Hastech provides the front end, EOCOM adds the Laserite output device and Compugraphic makes the software that drives the Laserite.

The Hastech-ECRM-EOCOM-Compugraphic arrangement was handled under what is known as an original equipment manufacturers, or OEM, agreement.

On the proliferation of marketing agreements, Triple-I's Howard says, "There's a lot of cooperation among different manufacturers toward plugging holes in systems."

Another example of an OEM agreement links Camex Inc., which makes an output system for pagination, with Monotype Inc. for its laser output device, Bitstream Inc. for its software package for fonts, and Canon Corp. for its laser proof maker.

Monotype has been particularly busy of late, having made other marketing arrangements with Hastech and Itek Composition Systems for the use of Monotype's optical sub-assembly or laser-output devices, the Lasercomp. It also has developed an interface process for direct-to-plate applications. In the last 12 months, the firm made some direct entries into the newspaper business, signing contracts with four newspapers.

Other examples of firms that specialize in making specific parts of complete pagination systems include:

• Applied Printing Technologies Inc., which last year sold a $260,000 electronic page makeup system to the Frederick (Md.) Post and News for the classified department. Now Applied Printing is installing an editorial system that yields a full page on a phototypesetter.

• Autologic Inc., which offers a system that is essentially CPU (central processing unit)-to-plate but is compatible with a typesetter. Currently, Autologic is incorporating into the system Hell Pressfax P1912 flatbed scanners and recorders, which store digitized graphics and photographs.

• Bedford Computer Corp., which is now marketing to newspapers its commercial electronic composition system that uses "integrated workstations"—terminals that do not depend on a main-frame computer for operation—instead of central processing units. The firm believes the system, which will be demonstrated at the Atlanta Exposition, has applications for display advertising makeup.

• Camex, which besides being involved in OEM agreements is also marketing a system primarily used for display advertising. The SuperSetter system is now being installed at The Providence (R.I.) Journal and Bulletin and at The Times Journal Co. in Washington, D.C.

• Chemco Systems Co., which has OEM agreements with Hastech, Camex, Triple-I and Liber Systems whereby page makeup systems produced by those firms would use either News-Scan 1500 film-exposure devices or News-Scan 2500 platemakers.

• Crosfield Data Systems Inc., which also has OEM agreements with several firms and whose central system blends a Datrax input scanner with a Monotype output device that writes directly to the plate or to a lasermask—that is, masking material sensitive to lasers. Crosfield sold its first pagination/CPU-to-plate system to William O'Neil & Co., which plans to use the system to produce a new newspaper, Investor's Daily.

• HCM Graphic Systems Inc., which sold its Hell Pressfax black-and-white, flatbed laser scanner to several vendors and to some newspapers, among them The Dallas Morning News.

• ImagiTex Inc., formed by former Hastech employees, provides the Graphpro scanning subsystem and imaging processing workstation (electronic darkroom). In addition to working with Hastech, the firm also has an OEM agreement with Camex.

• Itek, which is currently negotiating with an unnamed New England newspaper to install the Visitek pagination system. In addition to its own electronic page makeup system, Itek is still marketing the European-made Sim-X Inc. system.

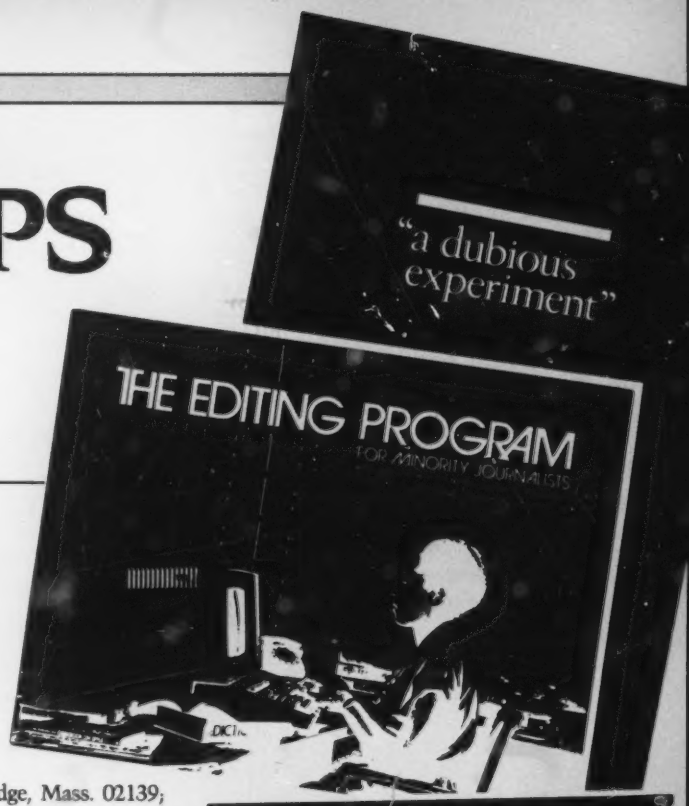
• Xenotron Inc., which continues to market primarily its ad composition equipment—now being used by about 20 newspaper customers, according to the company. Like Camex, the firm is moving toward the development of a single work station that will handle both text and graphics.

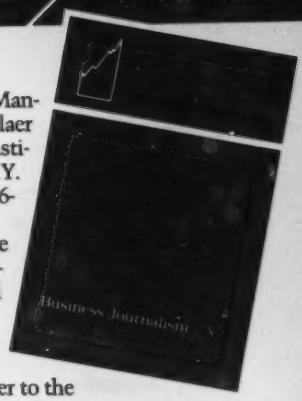
Because of all the OEM and joint-marketing agreements among the pagination equipment manufacturers, observers say one of the features at the June ANPA Exposition may very well shape up to be an assortment of demonstrations of fully integrated pagination systems. □

Memory advances

Optical disk storage could accommodate all of the digital graphics data involved in full pagination. The technology is just now developing. A report will appear in February's presstime.

FELLOWSHIPS
plentiful, thanks to private funding





BY MARCIA FRAM
presstime staff writer

Government funding is gone, but the number of fellowships to mid-career journalists continues to grow, financed in a variety of ways.

The National Endowment for the Humanities ended a decade of federal funding for mid-career journalists in 1983 with final grants of $264,313 to Stanford University and $268,759 to the University of Michigan.

But the programs, modeled after Harvard University's 46-year-old Nieman Fellowships, are continuing with alternate funds. The John F. Knight Foundation picked up the tab at Stanford. At Michigan, the university is contributing 10 percent and private donors the rest.

Each of the three fellowships—Stanford, Michigan and Harvard—offers full access to university courses, as well as a central core of seminars, for up to 12 American and about five foreign journalists. Participants get free tuition, many university privileges and a stipend to offset loss of salary for the academic year—$20,000 at Stanford, $18,000 at Michigan and $12,000 at Harvard.

The application deadlines are Jan. 31 for Harvard, Feb. 1 for Stanford and March 1 for Michigan. For information, contact:

- Director, John S. Knight Fellowship Program, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 497-2558
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400
- Neiman Foundation, Walter Lippmann House, 1 Francis Avenue, Cambridge, Mass. 02138; (617) 495-2237.

Also modeled on the Neiman program, but geared to science writers, are the year-old Vannevar Bush Fellowships at the Massachusetts Institute of Technology. Print and broadcast professionals receive a stipend of $16,000, plus authorization to audit courses at MIT. Participants meet for seminars and produce a magazine-length article.

Deadline is Jan. 15. Contact Victor K. McElheny, Program in Science Technology and Society, Room E5-105, Massachusetts Institute of Technology, Cambridge, Mass. 02139; (617) 253-3442.

Financial programs. Business, economics and finance remain well-funded areas for mid-career training.

The Walter Bagehot Fellowship Program in Economics and Business Journalism offers ten experienced journalists tuition and support for course work at Columbia University's graduate schools of business, law and related subjects, plus seminars with prominent figures in business and finance.

Deadline is early April. Contact Christopher Welles, Graduate School of Journalism, Columbia University, New York 10027; (212) 280-2711.

While the Bagehot Fellowships cater to experienced business specialists, the Herbert J. Davenport Fellowships at the University of Missouri attract writers with only a few years on the business beat or other writers with more general experience. About 20 participants pay $350 for tuition, room and board for a summer program.

Deadline is April 1. Contact the Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

At Rensselaer Polytechnic Institute, journalists interested in the management and economics of technology-based industries are eligible to receive tuition and living expenses for selected management seminars in the school's continued education program.

Deadlines occur throughout the year. Contact Roland T. Eustace, associate dean, School of Management, Rensselaer Polytechnic Institute, Troy, N.Y. 12181; (518) 266-6442.

At Carnegie Mellon University, several business editors or writers have the opportunity to draw closer to the business world by taking part in an intensive, six-week management program for about three dozen business executives. The curriculum includes marketing, accounting, economics in the business environment, issues of competitive strategy, and management of new technology and human resources. Participants in the March 11-April 20 program receive room, board, tuition and a small stipend.

Deadline is Feb. 1. Contact John P. Handley, associate dean, director of executive programs, Graduate School of Industrial Administration, Carnegie Mellon University, 5000 Forbes, Pittsburgh, Pa. 15213; (412) 578-2304.

Legal, public-policy programs. A unique program for journalists covering legal affairs is in its eighth year at Yale University Law School, where up to five in a class can take a specially designed, one-year degree program, leading to an M.S.L. (master of studies in law) degree. Students get tuition and a minimal living stipend. Some also receive partial salaries from their newspapers.

Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 436-8890.

The American Political Science Association administers Congressional Fellowships for people in mid-career. In the 1983-84 program there are two journalists among 47 fellows, who combine jobs on Capitol Hill with seminars conducted by APSA. Although APSA coordinates the program, it funds only seven of the slots.

Deadline for the 1984-85 program was Dec. 1, 1983. For information about the 1985-86 program, contact Catherine E. Rudder, director, Congressional Fellowship Program, American Political Science Association, 1527 New Hampshire Ave. NW, Washington, D.C. 20036; (202) 483-2512.

Occasionally, a journalist is selected for one of the 13-19 White House fellowships, which provide an opportunity to work with the staff of the President, Vice President or cabinet-level officials.

Pay is currently equivalent to a grade 15, step 3 government official, or about $50,000 a year.

The deadline for 1984 applications was Dec. 8. Deadline for 1985 applications will be late this year. Contact President's Commission on White House Fellowships, 712 Jackson Place NW, Washington, D.C. 20503; (202) 395-4522.

Specifically designed for journalists are the Kiplinger Public Affairs Reporting Fellowships at Ohio State University. They are made available to as many as 10 writers with two to five years' experience. Course work leading to a master's degree in journalism varies according to individual interest.

Deadline is Feb. 29. Contact the Kiplinger Program, School of Journalism, Ohio State University, 242 W. 18th Ave., Columbus, Ohio 43210; (614) 422-6291.

Ohio State also has a James Thurber Writer-in-Residence Project, which offers a $25,000 stipend plus a year's residence in an apartment in the newly restored Thurber home in Columbus.

The writer-in-residence would be required to teach one class per quarter at Ohio State and to act as "staff writing coach" for The Columbus Dispatch.

Steve Northup

Deadline is Feb. 15. Contact Donn F. Vickers, The Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 228-7441.

International studies. For a foreign correspondent, the Edward R. Murrow Fellowship at the Council on Foreign Relations offers a chance for independent work with pay.

Away from the pressures of daily deadlines abroad, the correspondent can broaden perspectives through a coordinated program of reading, study, discussion and writing. The fellowship also covers a limited amount of course work at a university in New York state.

Deadline is April 1. Contact Council on Foreign Relations, 58 E. 68th St., New York 10021; (212) 734-0400.

At least 10 scholarships are presented at the annual meeting of the Inter American Press Association, half for North Americans for university study in Latin America, and half to Latin American journalists for a year in U.S. or Canadian journalism schools.

Recipients receive $5,000 for the year, which covers tuition and other costs. Applicants must have a good working knowledge of both English and Spanish.

Deadline is Sept. 1. Contact Inter American Press Association Scholarship Fund, 2911 NW 39th St., Miami, Fla. 33142; (305) 634-2150.

For the third year, the National Press Foundation will cover the cost of three months of intensive study at the Cuernavaca (Mexico) Language School for up to five journalists.

Deadline is July 1. Contact National Press Foundation, National Press Club, 529 14th Street NW, Washington, D.C. 20045; (202) 638-6867.

The Gannett Fellowships in Asian Studies offer six journalists a year's study at the University of Hawaii.

The fellowships include tuition, fees, transportation and a stipend. Applicants must be U.S. citizens and should have professional or academic backgrounds showing they can meet the university's standards for admission to graduate study.

Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822. .

The Rotary Foundation offers fellowships for one academic year in a foreign country, covering transportation, fees, room and board.

Applicants must be sponsored by a local Rotary Club. Deadline is March 1. Contact The Rotary Foundation, 1600 Ridge Ave., Evanston, Illinois 60201.

Columbia University's Graduate School of Journalism screens candidates for two foreign studies programs.

In the first, two U.S. journalists will be selected for the Paris-based Journalists in Europe program work with about 35 other journalists from around the world. Supported by the European Common Market countries, the eight-month program offers a year of study in political, social and economic issues. Candidates must have at least four years' professional experience, be 25-35 years old and have a good working knowledge of French. (An intensive French language course may be arranged immediately prior to the program for those who need one.)

Participants write articles based on their European experience for a quarterly journal. They may also file stories to their own newspapers or broadcasting organizations so long as this activity does not interfere with their studies. Although Columbia screens candidates, final decisions are made by the Journalists in Europe Supervisory Council.

In the second program, the John J. McCloy Fellowships enable two American journalists to study for a month in West Germany while two German journalists study in the United States.

Deadline for both programs is Feb. 15. Contact Donald Shanor, Graduate School

of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3837.

The East-West Center, an international educational institution established in Hawaii by the U.S. Congress in 1960, offers six Jefferson Fellowships to experienced American news editors, reporters and editorial writers. For nine weeks, they study and travel with Asian/Pacific counterparts.

Deadline for the February-to-April fellowship is in August. Contact East West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

Journalists are eligible for Fulbright Scholarships, depending on the needs of the countries that sponsor them. The scholarships usually provide travel and living expenses, as well as an allowance for professional needs such as books. Some Fulbrights provide fixed grants of up to $10,000 for the academic year.

Applications to Australia, New Zealand and South America are due June 15. Deadline for working elsewhere is September 15. Contact Council for International Exchange of Scholars, 11 Dupont Circle, Suite 300, Washington, D.C. 20036; (202) 833-4950.

Minority programs. Also being offered this year are three programs for minorities.

ANPA Foundation will provide 19 Minority Fellowships to journalists or journalism educators for newspaper-related training seminars in 1984. Seminars cover such areas as labor relations, management development, newsroom leadership, promotion, circulation and technology.

Deadline for seminars in the first half of the year is Jan. 23. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

The Institute for Journalism Education, which has headquarters in Berkeley, Calif., operates two other minority programs.

The Summer Program for Minority Journalists trains 12 to 15 people between the ages of 21 and 35 who enter with limited or no professional journalism experience on daily newspapers, "and with a strong determination to succeed in the field of print journalism." A job is guaranteed for those who complete the June 3-Aug. 17 program.

Deadline is March 1. Contact Summer Program for Minority Journalists, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Steve Northup

The second IJE program, which is conducted at the University of Arizona in Tucson, will train 13 to 16 journalists for editing jobs. The June 3-July 17 session also provides management experience, with the objective of moving minority journalists up through the editing ranks to management positions. With a faculty drawn from all over the country, the journalists work on the university paper Headline, as well as on the copy desks of both Tucson newspapers—the Citizen and the Arizona Daily Star.

First preference goes to journalists with at least three years' reporting experience, although the program will accept non-journalists with good language skills.

Deadline is Feb. 15. Contact Editing Program for Minority Journalists, Journalism Department, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

Independent studies. Some fellowships are available for independent work, outside of a formal program.

The Fund for Investigative Journalism makes grants to writers in varying amounts, enabling them to "probe abuses of authority or the malfunctioning of institutions and systems which harm the public."

Since its beginning in 1969, the fund has awarded some 600 grants. Two grantees have won Pulitzer prizes; 40 have published books with fund support. The fund considers people with and without "track records."

Applications may be submitted any time and are considered periodically. Contact Howard Bray, executive director, Fund for Investigative Journalism Inc., 1346 Connecticut Ave. NW, Washington, D.C. 20036; (202) 462-1844.

The Eugene C. Pulliam Fellowship for Editorial Writers provides $10,000 grants for study and/or travel. In addition to samples of work, a candidate must submit a one-page summary of how the grant would be used and a letter from the employer approving the leave of absence.

Deadline is Aug. 1. Contact Pulliam Fellowship, Society of Professional Journalists, Sigma Delta Chi, 840 N. Lake Shore Drive, Suite 801 W., Chicago, Ill. 60611; (312) 649-0211.

The Alicia Patterson Foundation provides one-year grants to working journalists to pursue independent projects "of significant interest." Articles based on the research are published in the APF Reporter.

Grant recipients are chosen by a panel of judges in an annual competition which opens in June.

Deadline is Oct. 1. Contact Helen McMaster Coulson, executive director, Alicia Patterson Foundation, 1629 K St. NW, Suite 585, Washington, D.C. 20006; (813) 962-6060.

The Scripps Howard Foundation offers up to $2,000 a year for journalists working toward degrees.

Ten Ellen B. Scripps Fellowships go to working journalists seeking degrees in subjects other than journalism, such as law or economics. The Robert P. Scripps Graphic Arts grants are for training in business and production.

The process for selected 1984 grantees is already under way. Deadline for 1985 fellowships will be late this year. Contact Scripps-Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3000.

The Journalism Resources Institute of Rutgers University offers mid-career and continuing education seminars and conferences on both print and electronic journalism.

Because funding varies from program to program, depending on sponsoring foundations or university resources, applicants are encouraged to get in touch with the program office and indicate their areas of interest.

Contact Jerome Aumente, director, Journalism Resources Institute of Rutgers University, 185 College Ave., Rutgers University, New Brunswick, N.J. 08903; (201) 932-7369. □

News clippings document fights over access

BY MARGARET GENOVESE
presstime staff writer

ANPA's Mary Oran files clips by state.

When the Board of Selectmen in Southbury, Conn., voted to go behind closed doors to discuss the two candidates vying for appointment to fill a vacancy on the board, it triggered:

• An immediate protest from the reporter covering the board's meeting for The News-Times in nearby Danbury

• An editorial in The News-Times calling the action a "clear violation" of the state's Freedom of Information Act

• A letter to the board from the local Democratic Town Committee alleging impropriety in the naming of the new selectman.

A week later, the board scheduled reconsideration of the appointment—at an open meeting.

Similar scenarios featuring attempts by the press and public to gain access to government meetings and records are being played out in communities across the continent. They are documented in clippings received by ANPA's Legal and Government Affairs departments as part of an effort to monitor freedom-of-information controversies on the national and local levels.

Here is a sampling of some recent cases involving the press and others:

Open meetings. In Fort Smith, Ark., a city director—an elected official who is that community's equivalent of a city council member—alleged a violation of the state's Freedom of Information Act when public business was discussed at a directors' gathering in the home of the mayor.

After the disclosure, newspapers in and around Fort Smith dubbed it the mayor's "'Kool-aid and cookies' party." According to press clippings, the city prosecutor concluded there had been no intent to circumvent the access law, but the state's attorney general called it an apparent violation.

The Fort Smith lesson apparently was not lost on another Arkansas city. In a subsequent incident, the North Little Rock city attorney invited the city's mayor and aldermen to his lakefront cabin in Hot Springs. But he contacted the press ahead of time to emphasize the purely social nature of the gathering. "As a matter of fact," the Arkansas Gazette quoted the official as saying, "in the invitation I sent out, I told them the first one who says anything about city business gets thrown in the lake."

The issue of conducting official business in an unofficial setting also was addressed by South Carolina's attorney general, according to clippings from that state. An editorial in The Press & Standard of Walterboro applauded Attorney General T. Travis Medlock for ruling that the Charleston County Council violated the state's FOIA when it discussed business at a social gathering.

Elsewhere in South Carolina:

• The Greenville News-Piedmont Co. and two of the Greenville dailies' editors went to court to get a local airport commission appointment declared null and void because it happened at a meeting conducted without notification of the press and public. The Greenville Airport Commission denied the charges that its unannounced meeting violated the state's FOIA.

• In another notification squabble, the Anderson Independent-Mail charged in an editorial that Anderson School District 4 committed a "serious blunder" by not notifying the news media of a coming meeting of its board of trustees. "The only notice of the (Sunday) meeting had been tacked on a bulletin board like an afterthought—in a back hallway of District 4's administration building Friday afternoon," the paper said.

• The Sumter Daily Item reported that "Lee County Council members met behind closed doors . . . for a legal briefing on how to conduct government business in the open." The Item said the county attorney recommended the executive session to explain provisions of the state's FOIA, and the council agreed—in part because some members wanted to discuss questions about possible past violations of the law.

In Connecticut, a member of the state Freedom of Information Commission recommended that the acting majority leader of the Meriden City Council be fined $100 for violating provisions of the state's open-meetings law. The FOI commissioner was acting on a complaint by The Record-Journal of Meriden that topics discussed at a closed meeting of a city committee went beyond the subjects under which a meeting legally may be closed. The full, five-member commission must approve the commissioner's recommendation before it can take effect.

The Record-Journal also labeled as an "apparent violation" of the open-meetings law a session of the Meriden Board of Water Commissioners from which the press was barred. The paper quoted a board official as saying the gathering, to examine a Water Department audit, was a "conference" or "workshop" at which no votes were taken.

Meanwhile, in Bolton, Conn., the Board of Education decided not to appeal to the courts an FOI Commission decision that the board violated the open-meetings law by holding two secret meetings and by withholding documents pertaining to them. The complaint was lodged by the editor of the Manchester Herald.

Open records. In addition to the open-meetings battles, the access tug of war is marked by continuing skirmishes over government records.

In Genesee County, Mich., the Board of

Commissioners agreed to release an investigative report requested by the Flint Journal under Michigan's FOIA. But according to an account in the Journal, the board—on advice of its attorney—reversed itself a week later.

In taking that action, the board cited an FOIA exemption for communications between attorney and client. The report, prepared at the request of the county and paid for by public funds, figured in a $150,000 out-of-court settlement of a former county employee's lawsuit against the county and county commissioners.

The Journal, in an editorial titled "County is in error on secret report," noted that "as matters stand, the public could be left with the impression that county officials are protecting themselves by suppressing an investigative report dealing with alleged official misconduct."

In Maryland, a two-year-old dispute over access to county records was settled by the state's Court of Special Appeals. The court, ruling on a suit brought by The Sentinel of Montgomery County, established guidelines that The Baltimore Sun said "appear to make it easier for state and local officials to withhold internal documents from public disclosure."

The guidelines state that to withhold documents, officials only have to provide evidence that release of the documents would be contrary to the public interest. The court also said that trial judges do not have to look at the documents to make their own determination if their release would harm the public interest.

The Sun also reported on litigation in another Maryland court where the right of a union local to financial records of state nursing homes was upheld. A Baltimore circuit court judge ruled against 17 nursing homes that contended the records were "confidential" and should not be released under the state's FOI law.

And so it goes, from community to community, from coast to coast. The battle for open records and open meetings shows no signs of subsiding [presstime, Jan. 1982, p. 4]. □

Gathering of association managers hears litany of concerns affecting newspapers

Access laws and advertising taxes. Postal rates and libel awards. Newsracks and newsgathering. These and myriad other topics were discussed by managers of state, regional and national newspaper associations at their recent two-day State Legislative Issues Conference in Reston, Va.

According to members of the Newspaper Association Managers organization, this year's conference was a considerable departure from previous meetings.

The press association managers initiated the conference in the late-1970s to trade legislative war stories and strategies on an informal basis.

This year, ANPA offered to serve as host to it at The Newspaper Center and to assist in structuring the sessions.

The resulting program, which featured discussions on some federal government issues in addition to state government topics, was a success. "Just outstanding," declared NAM President Eugene G. Carr, executive director of the North Dakota Newspaper Association, after the Dec. 12-13 conference that attracted managers or other personnel from 29 associations.

Among other things, attendees said they found particularly helpful the two-inch-thick stack of briefing papers prepared by the ANPA staff and the parade of outside speakers.

One of the major concerns that loomed over the sessions was the possibility of new state and local attempts to tax newspaper advertising. A half-dozen managers raised their hands when asked how many anticipated the issue would come up in the next session of their state legislature.

Press association managers Don R. McNeil (right) of Tennessee and Warren M. Hoyt of Michigan listen intently to presentation.

While libel has not been a particularly active issue before in state legislatures, Henry R. Kaufman, general counsel for the Libel Defense Resource Center, told the managers that if "adverse trends" continue, it could become one.

Kaufman said a libel case currently before the U.S. Supreme Court may lead to "forum shopping" by plaintiffs for states with statutes of limitations longer than the usual one year. He noted that the case, *Keeton v. Hustler*, was brought in New Hampshire where the statute of limitations had not expired [presstime, Oct. 1983, p. 12]. One response, he said, would be to try to get states to reduce legislatively their statutes of limitation.

The general counsels of ANPA and of the National Newspaper Association briefed the managers on developments in the postal area—especially the new rate proposal of the U.S. Postal Service [presstime, Dec. 1983, p. 19].

W. Terry Maguire of ANPA said the newspaper industry's Joint Postal Task Force will attempt to get the "weight break" for third-class mail reduced from the proposed 4 ounces to 1 or 2 ounces. Third-class mail is used by direct mailers to deliver "marriage-mail" packages in competition with newspapers. The weight break—currently 3.91 ounces—determines the weight of the marriage mail bundle that can be mailed for the lowest rate.

NNA's Robert J. Brinkmann said that under the proposed second-class rates, paid-circulation newspapers that rely most heavily on the mails—those that use the in-county rate—appear to fare "not too badly" if they presort to carrier routes.

On another matter, Brinkmann said federal legislation to lift restrictions against the advertising of lotteries has, "for the first time in years," a good chance of passage. He noted that the U.S. Justice Department has announced that it does not oppose the bill, S 1876. (See story, p. 35.)

In a presentation on newsracks, Alice Neff Lucan, assistant general counsel of Gannett Co. Inc., acknowledged that the vending machines for Gannett's USA Today have caused "a lot of problems out there." She said the newsrack issue is "not a newsroom-like" issue and that "as far as we have been able to compromise with the (cities), we have." □

COMMUNICATION

Various tools are available to keep employees plugged in

BY VIRGINIA TADIE

How often has "better communication" been cited as the panacea for all organizational ills? Too often. Improving channels of communication will not solve all of a company's problems, but it may eliminate a good number of them.

Posting a notice on the bulletin board or distributing inter-office memoranda won't do the trick. A working system of organizational communication is multidimensional. Information flows accurately and consistently via upward, downward and lateral channels.

Each successful program has three key elements, according to personnel relations specialists.

First, the system must be well-planned, comprehensive and implemented throughout the organization.

Second, the individuals accountable for the program must themselves have the ability and resources to communicate.

Third, and perhaps most important, the system must be designed to reflect the management style and character of the company. If an organization boasts an "open door" policy but the executives stay behind closed ones, attempts at improving communication will fail.

Traditional approaches to communicating with employees are one-way—management "talking to" staff. This downward communication is vital to the success of the company, but it is limited in its ability to create an effective, *active* system of communication.

Alone, it falls far short of the task, experts say. Downward channels must be combined with tools to facilitate lateral and upward interaction as well.

Roadblocks to communication. Developing a strong and effective program of internal communication requires not only implementing plans but also changing behaviors. Personnel relations specialists say, for example, that:

- Management must discard the "We/they" way of thinking that characterizes many employment relationships. While organizational hierarchies must exist, effective communication requires a spirit of teamwork, a sense of community—employees who feel they are working toward a shared goal.
- The myth "What they don't know can't hurt them" must be dispelled. This is critical. Employees must be given information about their company—its financial status, its future, its planned changes. Workers resent picking up the newspaper to learn they have a new publisher.

One industry source, who works extensively with communications issues, says

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department.

Vic Tuttle, Columbia Newspapers

R. Sid Crim, executive president of Columbia (S.C.) Newspapers Inc. (center, with note pad), talks with employees at "Dialogue" session.

January 1984

presstime

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managers often forget to "tap the informal process" of communication among workers.

Personnel specialists note that employees will often tell a supervisor what they believe the supervisor wants to hear rather than what they are really thinking. To get around this dilemma, they say management must develop a non-threatening way for employees to talk to supervisors and openly discuss problems without fear of repercussions.

Some management styles don't allow for two-way communication. Information, in behavioral terms, is regarded as "power" by some individuals: The more they withhold from others, the more they have for themselves.

Communication tools. For each communication "tool" an employer selects, there are a number of corresponding guidelines.

Handbooks, supervisory manuals, bulletins and announcements define company policies and procedures. Annual reports, strategic plans and similar documents record the financial health, and plot the future of the organization.

More subtly, however, these downward-communications tools communicate corporate philosophy as well as expectations the company has of its employees. Staff involvement in the preparation of these publications enhances internal communication.

Interaction among employees is lateral communication. Most often, it is marked by company newsletters, bulletin boards and departmental meetings.

A substantial number of newspapers publish a company newsletter—more than 50 percent according to a 1981 ANPA survey. They vary greatly from photo-copied bulletins to full-color magazines. Standard ingredients include announcements and features highlighting individual employees and management reports on changes in policy and company events.

But newsletters have evolved over the past few years into even more valuable communication tools, notes Patricia P. Renfroe, ANPA manager/personnel relations. Articles on health, local government, financial planning, newspaper equipment and other substantive issues are more prevalent in employee publications than ever before.

Many newsletters also provide columns or letters from the publisher or general manager. And some have taken the process even further by allowing employees to submit questions that are answered in the newsletter by the appropriate company executive. Studies show that such

Employee publications range from newsletters to magazines.

newsletters are well-read.

Suggestion systems are also popular, used by 27.3 percent of the newspapers responding to the 1981 survey. Some programs, such as those at the Los Angeles Times and the Milwaukee Journal and Sentinel, provide cash awards based on the savings to the company a suggestion yields. Other papers simply recognize contributors, often with special dinners or announcements in the company publication.

Rules and guidelines for any suggestion system must be clearly communicated. Some programs solicit only suggestions that are directed toward saving the company money. Others encourage suggestions on any topic affecting the working environment.

Attitude surveys also have gained in popularity as a communication vehicle. The ultimate goal of these, however, is to effect organizational change. They must be used with caution. Such surveys raise expectations of employees. If not conducted, analyzed and reported correctly, and particularly if there is no follow-through, they can do more harm than good, experts say.

Perhaps the most innovative steps toward improving internal communication have been meetings between employees and management, which combine all three types of communication—upward, downward and lateral. Some examples:

- At the Baton Rouge (La.) Morning Advocate and State-Times, Roy Dardenne, vice president of finance and personnel, administers a "Speakeasy" program. Representatives of each department, appointed on a rotating basis, submit written questions that are read aloud during the session and are then turned over to the appropriate executive for answering. Responses are later distributed to employees.
- At the St. Petersburg Times and Evening Independent, there are monthly staff meetings with the chief executive, department heads and one representative from each department. Reports are given according to an agenda, and a question-and-answer session follows.
- At the Columbia (S.C.) State and Record, the company chooses 20 employees who develop questions on company policies. The questions are submitted to management and answered at a general meeting.
- At The Columbian of Vancouver, Wash., the personnel director and publisher meet weekly with six employees from a designated department. Identified problems are then referred to the appropriate individuals responsible for correcting them.
- At various papers, publishers and other executives hold small coffee break discussions with employees or visit the cafeteria and have lunch with small groups.

There are, of course, many other creative programs that newspapers have developed to open lines of communication between management and employees. The most important element in each is that it is designed in accordance with and complements the company's overall philosophy. □

PROFILE

WALTER MEARS

Speed and accuracy are his trademarks

Robert Daugherty

BY C. DAVID RAMBO
presstime staff writer

He's been called the "dean of the wire-service political reporters," the one with the legendary quickness who can bang out a clean lead almost faster than most other journalists can write their name. He gained admiration among his peers because of his penchant for remembering little facts that highlight inconsistencies in a candidate's town-to-town rhetoric.

Now, Walter R. Mears, Washington bureau chief of the Associated Press since 1977 and an AP vice president since 1978, is on the road again. This time, though, his destination is not New Hampshire to cover the first primary election in this year's presidential sweepstakes. It's New York City, where he will settle in this month as AP vice president and executive editor. "I'll be in charge of the news report and all its ramifications," Mears says.

It is a logical step for the 48-year-old Mears, who admits he is "all AP." He started his career in 1955 with a summer job at AP's Boston bureau and has been with the service ever since, except for a brief stint with The Detroit News.

"I always thought political reporting was a hell of an exciting line of work," he says. "I never wanted to do anything else. When I walked into the Boston office, I said, 'You mean, you're going to pay me for this?'"

Over the years, the Mears byline has become a standard for hundreds of newspapers that rely on the wire services for a basic national report. Mears says his role has been, and will continue to be, to make "readable" the important but complex issues involving government and society. The best way to accomplish that task, he adds, is to write about the people involved in the issues. That results in "the drama of those ideas being personified. . . ."

The Mears style also has included analysis of political issues. After becoming Washington bureau chief, he began a thrice-weekly column called Washington Today. He said the column attempted to "simply put things in context, without taking a position on something, and explain what is happening."

Mears' new responsibilities will make it impossible for him to continue his column, but "I hope not to vanish entirely" from the AP ticker. "I may look for a target of opportunity every once in a while, because I like (writing) so much."

Mears' style draws praise from other reporters who well know the demands of campaign and Washington coverage.

David Broder, reporter and columnist of The Washington Post, says one of Mears' biggest attributes is "noting and remembering the anecdotes or quotes that really define" a person. Mears, he adds, is able to "remember with remarkable exactitude the words that somebody had said two months ago about something."

John Chancellor of NBC, with whom Mears wrote a 1983 book called *The News Business*, describes Mears as "quiet, unassuming" and "one of the classics" of wire-service journalists. He is "the fastest and most accurate writer I have ever worked with," the former network anchorman said.

Clay Richards, United Press International's national political editor since 1976, also a wire-service heavyweight, says Mears "can be beaten, but he's very good."

Political writers like to trade tales, of course, and Mears has been the focal point of his share. One describes how after a 1972 debate between George McGovern and Hubert Humphrey, some of Mears' counterparts pleaded with him to tell them the lead. According to some who were there, the requests were made partly in jest. But the incident has become etched into the Mears legend—and it is often cited by critics who decry so-called "pack journalism."

Mears takes issue with that criticism, saying the development of leads is much like economic competition. One reporter will come up with a certain angle, and, just as a retailer will try to beat another store's price, "there will be matching and one-upping in pretty much the same way." Mears comments: "If that leads to pack journalism, so be it."

Another criticism Mears disputes is that political campaigns are covered too much like a horse race. "It *is* a sporting event," he says. "It is a matter of having a winner and a loser," and in the final analysis, that is "what is important to the reader—and to the candidate."

Mears also takes exception to the oft-cited notion that national reporters tend to be liberals, and that their copy shows it. "I've honestly got to say that I don't know the politics of most people I've worked with over the years," he says. "In the bar at midnight, that's not what you talk about. You talk about the idiosyncrasies and characteristics" of the candidate.

In those presidential election years when Mears spent lots of time covering the leadoff New Hampshire primary, he was in a familiar part of the world. Born in Lynn, Mass., Mears grew up in Lexington, Mass., and graduated, Phi Beta Kappa, from Middlebury (Vt.) College in 1956. One week after graduation he joined the AP full-time in Boston; by year's end, he was in Montpelier, Vt., serving as the state's one-person bureau.

He subsequently covered the Statehouse in Boston for a year before being transferred to Washington in 1961, where his first major coverage assignment was Capitol Hill.

Mears got his first taste of presidential politics in 1964, when he was assigned to cover the Goldwater campaign. He has covered every national campaign and election since, and won a Pulitzer Prize for his work during the 1976 presidential race.

His only departure from the AP fold was in 1974, when he went to The Detroit News as Washington bureau chief. Mears returned to AP the next year because "I couldn't take the pace. It was too slow."

Mears suffered a personal tragedy in 1962. He lost his wife and two children in a fire at their home in Alexandria, Va. He has two daughters from a subsequent marriage: Stephanie Joy, 19, and Susan Marie, 14. □

Ad agencies welcome standardization's return to newspaper columns

BY THURMAN R. PIERCE JR.

You have heard or read over the past nine years how the standard unit at newspapers for selling and measuring space was lost—and how this loss caused a breakdown of efficiency in advertising agency departments that work on newspaper campaigns.

This led to a feeling of loss of control by advertising agency people. As the number of different format measurements moved to 432, we could not understand exactly what we were spending our clients' money for. This disruption of our operations led to an erosion of ad agency-newspaper relationships, and it had to rub off on ROP sales.

Other major media had never lost sight of the fact that offering advertisers a standard unit of space or time is necessary to the efficient creation and placement of multi-market campaigns.

Outdoor plants offer us 230,000 standard poster panels that measure the same in 9,000 cities and towns.

Despite Reader's Digest, TV Guide and Life, 85 percent of our magazine advertising appears on pages that are, for all practical purposes, standard.

All 8,500 commercial television and radio stations offer time in standard units that are measured on a scale understood by us all—in minutes or seconds.

A return to a standard unit for selling space in newspapers means that ad agencies working on newspaper campaigns will return to their pre-1974 operating efficiency. In short, it will make newspapers easier to buy.

From our close association with the newspaper industry's Working Committee on Advertising Standards, we at the American Association of Advertising Agencies can say that, if the 13-inch-wide, six-column page is adopted by all broadsheet newspapers, then the expanded SAU system will give national advertisers the standard unit of space and the scale of measurement—the inch—that will overcome our decade-long difficulties with your medium due to the loss of the standard. You have an excellent plan. We hope all broadsheet newspapers will adopt this standard and that all tabloids follow the plan recommended for them.

Thurman R. Pierce Jr.

During this busy time for you, AAAA will be active, too. We will help spread the word to all advertisers and agencies across the country. At the same time, we will be busy within our own companies.

For each agency, there is first the job of communicating the change to key people, then deciding how to adapt our systems and procedures in each department to the new system. Computer programs will be changed.

Then will come the time for training our account representatives, creative people, media planners and buyers, accountants, billers, payers, and the producers of advertising material for our clients—the advertisers. Finally there will be a period of testing and settling into the new way of operating.

It is important to remember that our companies will not be ready to accommodate the new system until your starting date, July 1. If a newspaper should begin operating under the new system earlier than that date, we could not accommodate it. This is because it is not possible for us to operate under two systems at once.

There will be no problem coordinating if we all keep the following in mind:

• Newspapers may change their format measurements anytime between now and July 1. Your change of measurement will not in any way affect agency and advertiser systems. Just be sure to notify Standard Rate & Data Service early of your measurement change and if and how it will affect rates.

• Agencies will continue to order and send material for the 25 SAUs and the five alternate units in the existing system right up to July 1. It is necessary that you continue to invoice us for those units as you currently do by lines—or by contract linage equivalents—until the expanded standard advertising unit system takes effect.

• Starting with advertisements scheduled to run on July 1 we will order space in inches and send material for the 57 SAUs of the expanded system. And we will be ready to receive your invoices charging us by the inch.

It has been a long road for us, and we owe a lot to the patience and hard work by Walter Mattson's Working Committee, officers and board of the International Newspaper Advertising and Marketing Executives, and the Newspaper Advertising Bureau.

We are deeply grateful to all of you for what you have been through and what you face over the next few months to return the standard unit for selling space in your medium.

It will be good to hear in July that you have again given us a standard—given us control and confidence in our work on newspapers, made it efficient again to create and place ROP advertising, and made newspapers a more effective advertising medium.

That will be a happy day for us and a real and lasting accomplishment for newspapers. □

Pierce is vice president, and U.S. manager, print media, for J. Walter Thompson U.S.A. He serves as chairman of the Subcommittee on Newspaper Formats of the American Association of Advertising Agencies.

Both sides may appeal jury's antitrust award

A U.S. District Court jury has found that Daily Press Inc. of Newport News, Va., attempted to monopolize newspaper advertising with its total-market-coverage shopper program. But it awarded the competing Advantage Publications Inc. only a token $3 in damages.

It was the first time a jury found a paid daily guilty of attempting to monopolize with its TMC product.

Daily Press Inc., publisher of the Daily Press and Times-Herald in Newport News, also must pay plaintiff attorney fees and court costs.

Both sides are expected to appeal to the 4th U.S. Circuit Court of Appeals: Daily Press because of the judge's decision and Advantage because of the amount of damages.

Observers said a prime reason for the low award—actually $1 automatically trebled under federal and state antitrust laws—was that Advantage produced limited and contradictory financial records at the trial. Advantage owner Susan E. Marcotte explained that she kept no accounting books for the company. The jury had difficulty determining Advantage's profitability and hence the actual amount of harm to the company.

Advantage originally sought damages that would have totaled $14 million.

The trial, which lasted from Nov. 14 through Dec. 5, centered on allegations that the paid daily produced a shopper and operated it at a loss—with predatory advertising prices designed to destroy competing shoppers published by Advantage.

Originally, there were eight antitrust claims in the suit [presstime, Oct. 1983, p. 4]. During the trial, six were either dismissed by Judge Robert G. Doumar or dropped by the plaintiff.

Advantage attorney Jerry William Boykin of Washington, D.C., said the outcome is most significant because "it's the first time a newspaper has been found guilty by a jury of attempting to monopolize by predatory pricing."

He said the case will serve as a precedent for many free-paper publishers who have been considering action against competing paid dailies that they consider to be engaging in anti-competitive practices.

"There are a lot of members (of the shopper-publishing community nationwide) looking for some law" to use against paid newspapers, Boykin added.

He discounted the importance of the low award, saying it was "unique to this particular set of facts" and does not diminish the importance of the jury's finding.

Daily Press attorney Gerald A. Smith Jr. of Nashville said, to the contrary, that the token amount is one of the most telling aspects of the case. He said it shows that the jury really could not tell how much damage, if any, was done to Advantage.

He said he is confident the decision will be reversed on appeal because the Newport News publishing company did "nothing illegal or immoral" in introducing its TMC product in 1982, one year after Advantage began publishing its shoppers. "It wasn't trying to run them out of business," Smith said.

He added that he thinks the jury "seriously erred in concluding that any conduct of The Daily Press violated the antitrust laws. "Regardless of how fair or conscientous a jury tries to be," Smith said, "it may be beyond" a jury's ability "to understand what the law allows and what the law demands" in such a complicated situation.

For example, antitrust doctrine generally holds that a new product or business like a TMC shopper may lose money during a reasonable start-up period. "I'm not sure the jury ever made that connection," Smith said.

He also attributed the outcome of the trial partly to "a natural suspicion of large corporations," noting that IBM has lost many antitrust suits but had them reversed on appeal, and to public sentiment against the press. "The newspaper industry is not well thought of right now," he said.

Smith and other antitrust lawyers maintained that the trial did not settle fundamental legal issues that are important for the entire newspaper business. "The question remains, what does a newspaper have to do to protect itself?" from suits like the one by Advantage, Smith said.

Advantage owner Marcotte said the case constitutes a victory for shopper publishers across the country. She said she has been contacted by at least 20 shopper and paid-weekly publishers who are dealing with "very significant price discrimination in their markets" by a competing paid daily. "It's no secret that across the country there are many, many publishers facing competition from predatory pricing." She added, "There will be many suits across the country now that they have a case."

Marcotte, who has moved to Lyme, N.H., said that as a result of her experiences in the Virginia case, "I will be offering my services as a consultant" on related antitrust affairs.

She said she also plans to write about her experiences in a book to be called "Beat the Press."

Henry S. Givray, executive director of the National Association of Advertising Publishers, said he was "very pleased" with the outcome of Marcotte's case. "What we hope to do is take the benefit of Mrs. Marcotte's experience and distribute that to our members," he said.

The Chicago-based NAAP is a trade association of free-publication publishers. It has 400 members who publish 800 publications, according to Givray.

—C. David Rambo

Another shopper sues for antitrust

A free-distribution weekly newspaper covering Chester and Lancaster counties, Pa., has filed an antitrust suit against a division of Ingersoll Publications that publishes The Record of Coatesville, Pa., and free shoppers circulating in the same market area.

The Village News contends that Community Service Publishing Inc. engaged in predatory pricing and other unfair practices.

The suit was filed in the Court of Common Pleas, West Chester, Pa. Irvin S. Lieberman, general partner of the Village News, said his company also may file a federal antitrust suit.

Community Service Publishing Inc. denied the allegations. □

Media companies seek to overturn law on polling voters

The New York Times, The Herald of Everett, Wash., and the three commercial TV networks have filed suit against Washington state over a new state law designed to stop the media from conducting exit polls of voters there.

The new law prohibits reporters from questioning voters within 300 feet of a public polling place. It was enacted in response to claims that the TV networks discourage voting on the West Coast by projecting winners in national elections—largely based on interviews with people leaving polling places—before polls close in the Pacific time zone.

The suit challenges the law on First Amendment grounds. It also asks that the court block enforcement of the law.

Christopher M. Little, president and publisher of The Herald, said the statute "makes it impractical for reporters to obtain information from people at polling places" because people almost always park their cars within 300 feet of them. He also said the statute "encourages a Big Brother approach by the police" in enforcing the statute because officers would have to interrupt conversations between people to determine if press interviews were being conducted.

Little noted that his newspaper has interviewed people emerging from polling places to do stories on why they voted as they did. Such interviews also help in examining issues in greater depth, he said.

Little acknowledged that West Coast voters may be discouraged from showing up at the polls if the outcome of an election has already been announced on television.

But he said that in the 1980 presidential election, where the problem was particularly noticeable, voters' discouragement was attributable not just to broadcast networks' exit polls. He noted that the Eastern voting results themselves made Ronald Reagan's landslide victory apparent even before all the polls had closed in the West.

The Herald publisher said alternatives to the state statute should be examined, such as having simultaneous voting throughout the country, regardless of time zones. □

COURT BRIEFS

• The Libel Defense Resource Center will conduct a study of jury issues, attitudes and behavior in **libel cases**.

Libel experts say issues relating to juries are increasingly important in light of big-money judgments of the last several years.

LDRC is an information "clearinghouse" sponsored by press groups including ANPA to monitor and study developments in libel and privacy litigation.

• The Washington State Court of Appeals ruled that The Herald of Everett had an absolute privilege not to disclose **confidential sources** in a criminal case. It overturned a trial court order that the newspaper submit materials to a judge for a decision on whether they should be released to criminal defendant Theodore Rinaldo.

Rinaldo was charged with statutory rape, assault and other crimes stemming from alleged cult activities that were the subject of a Herald series of six articles. Rinaldo, preparing his defense, requested that the newspaper give him its confidential notes gathered for the series.

• The five-year battle between Robert M. McKinney and Gannett Co. Inc. over **ownership of The New Mexican** in Santa Fe apparently is over, with Gannett retaining ownership of the daily newspaper.

Former owner McKinney alleged that Gannett violated terms of the 1976 agreement under which Gannett purchased the paper from him. The issue was put to rest in mid-November when the 10th U.S. Circuit Court of Appeals rejected McKinney's appeal of a lower court plan for him to regain ownership [presstime, July 1983, p. 25].

• Gannett and Accu-Weather Inc. have settled a suit filed by the weather forecasting service charging that USA Today **violated a contract** when it terminated service. The newspaper will continue subscribing to Accu-Weather [presstime, Oct. 1983, p. 13].

ANPA, NNA support end to ban on lottery ads

Two national newspaper associations are supporting legislation to remove federal restrictions on the advertising of lotteries and other gaming schemes.

Currently, there is a prohibition against lottery advertising that is broadcast, mailed or otherwise carried in interstate commerce.

In 1975, state-conducted lotteries were exempted from the ad ban. S 1876, introduced by Sen. Paul Laxalt (R-Nev.), would add an exemption for all other lotteries that are authorized, licensed and regulated by states.

In testimony to a Nov. 16 hearing before the Senate Subcomittee on Criminal Law, John F. McMaster, publisher of The Public Spirit in Ayer, Mass., asked that the words "licensed" and "regulated" be dropped from the bill because many of the gaming activities of church and charitable groups would not qualify. He pointed out that some states do not have licensing requirements, others exempt certain small organizations and many do not have any formal regulatory structures. McMaster spoke on behalf of ANPA and the National Newspaper Association.

A companion measure to S 1987 is expected to be introduced in the House shortly after the 98th Congress convenes its second session Jan. 23. Already pending before House subcommittees is HR 4020, introduced by Rep. F. James Sensenbrenner (R-Wis.), that would lift restrictions on advertising of gaming activities of non-profit organizations. □

Prior restraint charged

The House Government Operations Committee has concluded that the new prepublication review agreement required of certain federal employees is "an unwarranted prior restraint in violation of the First Amendment."

In a report issued Nov. 30, the committee called on the administration to withdraw the prepublication agreement as well as another provision of its 1983 national security directive that expands the use of lie detectors to investigate leaks to the news media of classified government information. Congress passed legislation in November delaying implementation of the prepublication agreement until April 15 [presstime, Dec. 1983, p. 15]. □

New noise guidelines may cut citations

New guidelines on enforcement of the Occupational Safety and Health Administration's noise standard should mean fewer citations against newspapers, an ANPA environmental expert says.

According to OSHA, the guidelines give employers greater flexibility in using hearing protectors, rather than engineering and administrative noise controls, to comply with the noise standard.

The guidelines were released Nov. 16 in response to a 1982 decision by the 9th U.S. Circuit Court of Appeals in *Donovan v. Castle and Cooke Foods et al.* In that case, the court held that engineering and administrative controls could not be required under the noise standard without comparing the relative cost effectiveness of these methods with that of personal protective equipment.

Under the guidelines, employers with hearing-conservation programs will be allowed to use hearing protectors to comply with the standard where those programs lower worker exposure levels to the permissible level of 90 decibels as an eight-hour, time-weighted average.

Previously, hearing protectors could be used to lower worker exposure only when feasible engineering and/or administrative controls failed to reduce worker exposure to the permissible level.

However, the guidelines also specify that technologically and economically feasible controls are required when worker exposure levels are higher than an eight-hour, time-weighted average of 100 dBA.

Newspapers will be less likely to be cited by OSHA inspectors for failure to implement feasible engineering controls under the guidelines, according to Richard W. Neergaard, ANPA's assistant environmental coordinator/industrial hygienist. Except for big metro dailies, most newspapers do not have worker exposure levels higher than 100 dBA as an eight-hour, time-weighted average, he said.

Neergaard noted that the guidelines do not mean OSHA's standard has been changed, but only that the Reagan administration has offered a new interpretation of that standard.

OSHA currently is reviewing the noise standard itself. And one of the issues it is examining is the use of controls versus personal protective equipment.

According to its regulatory calendar, the agency should publish its proposal in June. However, an official in OSHA's Office of Standards Analysis and Promulgation noted that OSHA did not meet an earlier target date for publication last September.

The new guidelines have been protested by the AFL-CIO's Department of Occupational Safety, Health and Social Security.

At a congressional hearing on OSHA enforcement, Margaret Seminario, associate director of the AFL-CIO department, said the new nationwide enforcement policy was "totally unwarranted" because the court case upon which it is based applies only in the region in which the 9th Circuit has jurisdiction. □

REGULATORY NOTES

• President Reagan gave his nominee to the Federal Communications Commission a **"recess appointment"** to the post. Dennis R. Patrick was sworn in Dec. 2.

Patrick's nomination, not acted upon by the Senate before it adjourned for 1983 on Nov. 18, will have to be resubmitted to the Senate after it reconvenes Jan. 23 [presstime, Dec. 1983, p. 20]. He could remain a member of the commission without Senate confirmation until the 98th Congress adjourns at the end of this year.

• A coalition of 29 national organizations and three individuals Nov. 21 asked the Federal Trade Commission to limit **marketing of alcoholic beverages**, including a ban on all advertising and marketing efforts targeted at youth or problem drinkers.

The coalition also recommended that all print advertisements for alcoholic beverages carry a "conspicuous" notice disclosing one or more of the hazards of alcohol abuse and that different messages appear on a rotating basis.

Postal budget would mean higher rates

The U.S. Postal Service Board of Governors has proposed a budget for the next fiscal year that would result in a postal rate increase for in-county and limited-circulation mailings of second-class publications.

In their proposal, submitted to the Office of Management and Budget, the governors called for a jump from step 14 to step 15 on the 16-step rate-increase schedule put into place in 1974. Funding cutbacks had resulted in the speeding up of that schedule of ever-decreasing subsidies.

Details of the budget proposal were unavailable at press time. However, moving up to step 15 would decrease so-called "revenue foregone" funding—subsidies in second class for mailings within the county of publication and for limited circulation, mailings of less than 5,000 copies outside the county. These decreased subsidies would cause rates in those categories to increase.

Specific rate changes that would be caused by advancing to step 15 are uncertain because of a rate case pending before the Postal Rate Commission [presstime, Dec. 1983, p. 19.] □

PRC wants comment on detached labels

The Postal Rate Commission Dec. 21 asked parties interested in ANPA's petition regarding third-class detached labels to comment on whether a detached label actually is a "separate mail piece."

The commission said if the labels are separate pieces, it will conduct further proceedings into ANPA's request that their use be stopped. If the labels are found not "separate," the commission said it likely will not proceed with the Association's complaint. Detached labels are used heavily in Advo-System Inc.'s marriage-mail service.

In related developments, Advo-System and the Third Class Mail Association formally have opposed the ANPA petition. Groups supporting the Association include The New York Times Co., The Washington Post, Allied Daily Newspapers, West Virginia Press Association and Texas Daily Newspaper Association. □

AP will install smaller dishes to increase use of satellites

The Associated Press, threatened with sharply increasing telephone bills in the wake of the AT&T divestiture, said it will step up its satellite transmission program in an effort to minimize landline charges.

For the first time, it plans to install small-diameter dishes at members' office buildings—as United Press International, Reuters and others have done at their subscribers' sites.

About 1,000 "micro small-aperture terminals," or M-SATs, will be installed by AP by June 15. Most will be 30 inches in diameter, although some 24- and 48-inch dishes will be used. As with its original, larger dishes, AP will purchase, install and maintain the new, smaller ones.

Richard G. Atkins, AP director of communications, said M-SATs are a cost-effective alternative to phone lines. They are reliable, offer flexibility and are simple to install, he said.

However, the current technology of smaller dishes leaves them without the capacity to handle wirephotos and audio services.

Atkins said additional smaller dishes will be installed in a second phase of the program after AP conducts more research into their capabilities, and once uncertainties are removed as to how much AT&T's telephone rates will increase.

Since July 1980, AP has installed nearly 900 10-foot-wide dishes. Even with installation of the smaller dishes at sites that do not have the larger version, the wire service is continuing to erect 10-footers at sites requiring more capacity, with about 150 more scheduled to go up this year.

The smaller dishes capture signals sent from the Westar IV satellite.

The larger dishes receive signals from the Westar III satellite.

Although it does not relate to AP's decision to introduce the smaller dishes, there is a current controversy about Westar III. The Federal Communications Commission wants it moved from its current position in space of 91 degrees west longitude to 86 degrees west longitude.

This adjustment could disrupt delivery of AP and UPI services, and the wire services—supported by ANPA—have asked the FCC to keep the satellite in its present orbit. They said that as an alternative plan, a to-be-launched satellite called Spacenet III that is slated for the 91-degree position could instead be located at 101 degrees west longitude [**presstime**, Nov. 1983, p. 36].

GTE Spacenet, owner of Spacenet III, and Ford Aerospace Satellite Services Corp. filed comments with the FCC objecting to that proposal. AP and ANPA Nov. 21 subsequently said those comments should be rejected. □

TELECOMMUNICATIONS NOTES

• The London (Ontario) Free Press Printing Co. Ltd. sold one of its three pioneering **"public access" videotex** operations and closed the other two. The "Videopress" operations were located at shopping malls in Toronto and London to provide shoppers with information and advertising messages. Each consisted of a staffed booth with touch-screen videotex terminals and billboard screens.

Vice President R.A. Green said the London sites were closed because they had lost money since they were launched two years ago and were unable to show consistent revenue gains [**presstime**, Aug. 1983, p. 12].

• The Loudoun Times-Mirror, a 15,867-circulation weekly in Leesburg, Va., Nov. 23 **terminated the cable TV service** it had operated for two years on a leased channel. The 24-hours-a-day service consisted of text news and advertising, plus a live, half-hour video newscast each night.

General Manager Randall E. Brannon said the service had lost about $50,000 and "was becoming a financial drain on the company."

• Continental Telecom Inc. announced closure of ConTelVision, an experimental, telephone-based **videotex project** in Manassas, Va., effective Dec. 31. "The management . . . does not believe the videotex market has matured to a point that justified major investment in videotex," said John C. McQueen, project manager for ConTelVision. The project began in September 1982 [**presstime**, Oct. 1983, p. 26].

• Two more newspaper companies have signed agreements with **Videotex America** to study the feasibility of offering videotex services in their markets: Atlanta Newspapers, publisher of The Atlanta Journal and The Atlanta Constitution, and The Durham (N.C.) Herald Co., publisher of the Durham Morning Herald and The Durham Sun [**presstime**, June 1983, p. 19].

• Copley Press Inc. is expanding its Torrance, Calif.-based **Computer Listings of Employment Opportunities.** Begun in May 1983, CLEO initially provided a computerized data base of help-wanted ads in high-tech fields. On Jan. 1, ads for jobs in financial fields were to be added.

Employers pay a fee to place the electronic classifieds. Access to the data base is free to anyone with a personal computer or terminal with a telephone modem.

• Lee Enterprises Inc. of Davenport, Iowa, has entered into a joint venture to provide **prerecorded telephone announcement services** in the top 150 U.S. markets. Its partner in Call-It Co. is the Audichron Co. of Atlanta, a supplier of recorder-announcement and other telephone related equipment.

Call-It officials said the company had commitments from local newspapers to provide information—such as sports, weather forecasts and business news—for the reports in 53 of the markets and had initiated contact with newspapers in the others. The Dec. 7 announcement coincided with the inauguration of the first such service in Los Angeles in cooperation with the Los Angeles Times.

• The Washington Post Co. and Cablevision Program Enterprises have acquired interests in two more **regional pay-TV networks** specializing in sports programming. On Nov. 15 the partnership purchased The PRISM Co. of Philadelphia, and on Dec. 14 it acquired SportsVision of Chicago. Earlier in 1983, the companies purchased two similar networks [**presstime**, April 1983, p. 15].

U.S. ponders UNESCO pullout; panel advises against it

The Reagan administration was seriously considering withdrawing the United States from membership in the United Nations Educational, Scientific and Cultural Organization as 1983 drew to a close.

State Department spokesmen said a decision would be reached by Secretary of State George P. Shultz by the end of the year.

Initially hailed as an international vehicle for fighting the effects of poverty throughout the world, UNESCO increasingly has become the scene for bitter anti-American debate as Third World countries have come to dominate the international body. Like its parent, the United Nations, UNESCO operates under a system of one vote per member country, regardless of size and influence.

Six months ago, the State Department—in a study of 90 international organizations—found UNESCO deficient on three main grounds. According to the study, UNESCO has:

- Politicized social and economic issues it was formed to address
- Used governmental and regulatory approaches to problem-solving, particularly manifested in its proposed restrictions on press and economic freedoms
- Failed to control spending. The United States provides one-fourth of UNESCO's regular budget, as well as support for additional programs.

At the recent biennial General Conference of UNESCO in Paris, the U.S. was the only nation voting against the agency's $374-million budget for 1984-85.

However, the advisory panel that oversees U.S. participation in that international forum, the U.S. National Commission for UNESCO, voted 41-8 on Dec. 8 in favor of continued U.S. membership in it.

ANPA's representative on the commission, Joseph P. Rawley. co-publisher of The High Point (N.C.) Enterprise, voted with the majority.

Although press issues—particularly opposition to the proposal for the so-called "new world information and communication order" supported by communist and Third World nations—have caused some U.S. representatives to advocate withdrawal in the past, they are not being mentioned as prominently in current discussions.

In fact, the recently concluded UNESCO meeting saw a reduction in criticism of U.S.-supported press policies, as Third World countries pressed for more concrete assistance in developing their communications systems [presstime, Dec. 1983, p. 12].

Because a full year's notice is required for official withdrawal from UNESCO, a decision to pull out would not take effect until 1985. □

WORLD PRESS NOTES

• Western countries' fears that Third World nations would encourage **international regulation of the media** by convincing UNESCO to establish a code of conduct for transnational corporations ended quietly in the final days of the recent UNESCO General Conference [presstime, Dec. 1983, p. 13].

The resolution to establish such a code was shunted to a special negotiating committee, which agreed not to debate the issue during the plenary session that ended in Paris Nov. 29.

• In an 11th-hour rescue, the Nicaraguan government announced Nov. 26 it would allow the newspaper La Prensa to exchange Nicaraguan cordobas for foreign currency with which to **buy desperately needed newsprint**.

The beleaguered paper, censored repeatedly by the Sandinista government, had announced the day before it would suspend publication indefinitely Dec. 7 for lack of paper.

During the current shortage, papers favoring the regime have had less trouble acquiring newsprint.

• Paraguayan journalist Alcibiades Gonzalez Delvalle, who was arrested on vague charges Sept. 23, was **released by the Paraguayan government** on Dec. 7.

The 76-day detention of the journalist, an editor of the country's leading daily, ABC Color, and general secretary of the Paraguayan journalists' union, had been the subject of international protest.

In October, ANPA sent a telegram demanding Gonzalez Delvalle's release [presstime, Nov. 1983, p. 21].

In November, the Inter American Press Association reminded the Paraguayan government that during a Nov. 8 visit to the capital city, Asuncion, James McClatchy, chairman of the board of McClatchy Newspapers and an IAPA director, had been "personally assured" the journalist would be freed "within a day or two."

Printers' dispute broadens

A labor dispute in a suburb of Manchester, England, escalated and eventually engulfed Britain's nine major national newspapers.

The conflict was ignited when the Messenger Newspaper Group, which publishes weekly free-circulation papers, fired six union printers who had struck to protest the company's use of non-union workers.

The printers' union, the National Graphical Association, recruited hundreds of members from other plants to picket outside the Messenger building. The company then took the union to court for violating a British law against picketing by workers except at their own places of employment.

A judge fined the union about $220,000. After the union refused to pay, he ordered its assets, worth an estimated $16 million, seized.

That action triggered a walkout by union members on London's Fleet Street. It also resulted in the suspension of the national dailies for several days at the end of November.

Because of repeated picketing and resultant contempt-of-court citations, the union had been fined the equivalent of nearly $1 million by late December. □

IPI leadership opposes plan for press cards

Peter Galliner

The three-month uproar over a proposal to issue international press cards has ended decisively with the International Press Institute Executive Board's expression of its clear opposition to the plan.

The proposal, intended to help "protect" journalists on dangerous missions, was put together at a private meeting of the heads of six international organizations in Geneva, Switzerland, Sept. 5. The meeting had been initiated by IPI Executive Director Peter Galliner.

When the proposal became widely known, it stirred widespread protests from many Western journalists and their organizations.

But IPI's Executive Board, meeting in Rome Nov. 28, effectively deflated the trial balloon. It passed a resolution by consensus opposing "the concept of a new or supplementary identity card for journalists issued by an international committee."

The board also took a stand against the other part of the proposal—that IPI accept UNESCO funding to administer press cards.

At the same time, the board said it "deplores the lack of safety for journalists on dangerous missions and supports all efforts to achieve greater safety without imperiling freedom of the media." The resolution says IPI "will prepare a manual with practical information and advice for increasing the safety of journalists on dangerous missions."

Meeting in New York on the eve of the IPI executive board meeting, the American Committee of IPI had drafted a strong resolution opposing the cards [**presstime**, Dec. 1983, p. 14]. The wording finally adopted in Rome was based essentially on the resolution submitted by Richard H. Leonard, editor of The Milwaukee Journal and currently a vice president of IPI, who represented the American point of view in Rome. □

Studies show bias may be overstated

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Two studies by faculty members at the University of Texas suggest that the extent of bias in press coverage of business has been considerably overstated by pro-business press critics.

Professor Robert A. Peterson, senior research fellow for the Institute of Constructive Capitalism at Texas, and two colleagues asked a national sample of persons whether they thought coverage of business was biased or unbiased. They found that 61 percent thought it was biased.

Then they asked respondents to the mail survey whether the coverage was biased for or against business. Half of the respondents said it was biased for business, and half said it was biased against business. Thus, of the total sample, about equal proportions considered coverage unbiased, biased for business and biased against business.

Peterson and his colleagues followed up that study, which was reported in the Autumn 1982 Journalism Quarterly, with a study of beliefs about capitalism. They asked questions about such beliefs of the same national sample. They also sent a mail survey to all business and financial editors of daily newspapers, and received replies from 454 business editors—52 percent of those contacted.

They found that business editors were more favorably disposed toward capitalism than the public at large. For example, while 81 percent of the business editors agreed that capitalism encourages the efficient use of conomic resources, only 65 percent of those in the general population sample agreed. And while 41 percent of the sample agreed that capitalism must be altered before significant improvements in human welfare can be realized, only 81 percent of the business editors agreed. This study will be reported in the Spring 1984 Journalism Quarterly.

• • •

A Michigan telephone survey found that newspapers outdistanced television as a source of state news. Professor Joey Reagan of the University of Michigan and Professor Richard Ducey of Michigan State University asked respondents in Lansing what sources they used for news of the governor, the Legislature and the state Supreme Court.

Newspapers were the most frequently mentioned source for all three. Eighty-seven percent said they used newspapers as a source of news about the governor, compared with 64 percent for television. Newspapers led television 76 to 56 percent as a source of news about the Legislature. For Supreme Court news, the gap was even wider—71 percent newspapers, 45 percent television. Radio was a distant third in all three categories. It's also important to note that most respondents got news from more than one source.

The survey also found that respondents who spent more than 30 minutes a day reading newspapers were substantially better informed about politics than those who spent less than 30 minutes. This study is reported in the Summer 1983 issue of Journalism Quarterly.

• • •

One-eighth of all letters-to-the-editor that are rejected by newspapers are rejected because they are libelous, according to a survey by Steve Pastemak of the University of New Mexico.

However, 91 percent of the editors responding to the mail survey said they might try to edit the libelous material out of a letter, and 68 percent said they would contact the author.

Editors do not see letters as any more of a libel risk than other content, but concern about the possibility of letters being libelous is greater among editors of smaller newspapers.

This study is reported in the Summer 1983 issue of Journalism Quarterly. □

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He will be a regular contributor to **presstime**.

SAUs: An investment in the future for newspapers big and small

BY CRAIG C. STANDEN

In terms of its long-range effect on newspaper advertising, the introduction of the expanded Standard Advertising Unit system may well be the most important event since the first television broadcast.

The expanded SAU system has been widely acclaimed by advertisers and advertising agencies. It will make buying newspaper advertising much easier for our customers. It will make producing newspaper advertising easier and less expensive. It will make billing and paying for newspaper advertising easier, too.

Yet a few newspapers are resisting the change.

"Why should we bother?" they ask. "Our format suits us fine the way it is. Why should we change it just to please some New York ad agencies and big national advertisers who never run a line in our paper anyway?"

Why should they 'bother'? For the same reasons they installed telephones, replaced clanking Linotype machines with cold type, and computerized their accounting, circulation and classified departments to such a degree that American newspapers are among the most computerized businesses in the world.

The SAU system is the same kind of investment in the future of the newspaper business, and of your newspaper—not just in terms of national advertising, but of all advertising; not just for the large metro newspapers, but for every newspaper.

Perhaps the biggest misconception about the SAU system is that it is concerned only with national advertising and national advertisers. In fact, what SAUs are really about is *standardization*, and that is why SAUs are as important to retail, and will be to classified, as they are to national.

There are two major trends in retail that confirm this:

1. The managements of major retailers increasingly have emphasized centralized control of advertising, both in terms of content and of media selection.

The local store manager of almost every chain in your market has little or no control over his or her advertising. The ads for these stores are prepared by chain headquarters in standard sizes. The chains have told us so. They welcome the SAU system, because it will save them money. If your paper doesn't have SAU insertions and bill in standard columns and inches, it may cost you important business.

Craig C. Standen

This trend toward chain stores has been going on for about 20 years, and it shows no sign of slowing. In fact, it seems to be accelerating as large chains keep buying smaller ones.

2. In all areas of retailing, there is a trend toward the increasing use of co-op advertising, which is centrally prepared by manufacturers or their agencies. This advertising will be prepared in the SAU system, and billing will be accepted only in SAUs—i.e., standard columns and inches. Again, non-standard newspapers will risk the loss of retail business.

There are similar trends toward centralization in classified advertising. Although standardization of classified involves some difficult problems, ANCAM's committee on SAUs is working hard to solve them.

All three major divisions of classified are affected by the centralization trends:

1. *Real estate.* As franchising continues to grow rapidly, real estate marketing is becoming increasingly centralized and standardized.

2. *Automotive.* Classified display for local dealers increasingly is prepared and placed by dealer associations that use many newspapers and will insist on standard dimensions and billing procedures.

3. *Help wanted.* Perhaps the most rapid trend in all classified is the rate at which recruitment advertising is changing from individual ads run in a single market to multi-market insertions prepared by specialized advertising agencies.

In all these areas, retail and classified as well as national, marketers and advertisers who prepare ads made up in standard dimensions for long lists of newspapers will be faced with the decision of what to do about newspapers that do not conform to the industry standards. If you were in their shoes, what would you do? Spend extra money to custom produce the right size ad for each non-standard newspaper? Or just drop the non-standard papers from your list?

Isn't the answer obvious?

Our customers have told us they *want* the standardized advertising units and standardized billing procedures represented by the SAU system. The system was developed with input from important customers and hundreds of newspaper people representing every aspect of advertising and production and every size newspaper. Their conclusion was that a standardized format was necessary if newspapers were to remain competitive. To be non-standard these days, they agreed, is to be non-competitive.

Advertising agencies are spending hundreds of thousands of dollars to convert their newspaper buying, production and billing operations to the SAU system, to train their account executives, art directors, media planners and buyers and accounting personnel to SAUs, and to reprogram their computers for the SAU system. After July 1, they will place all orders in SAU column-inches, and they will expect all newspaper billing to be stated in SAU units, because that is all their computers will be able to handle.

As of Jan. 12, Standard Rate & Data Service will list both line rates and SAU column-inch rates in its "Newspapers" volume, but effective with the July 12 issue, SRDS will list only the inch rates.

The competition newspapers face for advertising dollars today is the most intense in our history. It will become even more intense as new media like cable television and computerized direct mail begin to reach their full potential.

In the years to come—even more than today—being non-standard will mean being non-competitive. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to pressTime.

Advo responds to ANPA on trademarks

The direct-mail firm Advo-System Inc. said ANPA is "guilty of unclean hands" in its request that Advo's trademark on the letters "TMC" be canceled.

In its official response to the Association petition, Advo asked the U.S. Patent and Trademark Office to deny ANPA's request.

The Hartford, Conn.-based company said ANPA has engaged in "a campaign of unauthorized use" of Advo's "TMC" to "create in the public record" an appearance that the letters had become descriptive of a general industry practice or had been abandoned by Advo or both. The alleged unauthorized use has taken place at Association conventions and in presstime articles, the firm added.

Advo said ANPA's cancellation request is part of efforts to "employ the weight and resources of these giants of the print and communications media to rest [sic] from Advo its rights in its mark and obtain for ANPA and its membership an unfair competitive advantage in the market for advertising revenue."

ANPA claimed in its May 1983 petition that the term "TMC" was used generically by newspapers long before Advertising Distributors of Washington Inc., now owned by Advo, received exclusive rights to its use in February 1978 [presstime, June 1983, p. 22].

Advo offers a TMC service to newspapers in which it uses computerized mailing lists to create lists of newspaper subscribers and non-subscribers. The lists are useful in various newspaper marketing programs. The firm said it maintains 14 direct-mail facilities.

Advo also said it has made known its rights to "TMC" through ads in Editor & Publisher magazine and has asked the Leavenworth (Kan.) Times not to use "TMC."

In a related matter, Advo's request for a trademark on the words "marriage mail" remained pending in late December. Through its marriage-mail program—in which two or more preprints are united and delivered by relatively cheap, third-class mail—Advo has become a major competitor for newspapers in the field of distribution of preprinted advertising supplements. □

ASNE board supports '75-25 rule'

Prospective newsroom employees should spend no more than a quarter of their undergraduate college careers in journalism classes, according to the board of directors of the American Society of Newspaper Editors.

Thus the editors' board has reaffirmed its "strong support" for the "75-25 rule" of the Accrediting Council on Education in Journalism and Mass Communications. The rule states that journalism schools should require their undergraduate students to follow a curriculum ratio of approximately 75 percent courses in the liberal arts and sciences to 25 percent in journalism courses.

ASNE President Creed C. Black, chairman and publisher of The Lexington (Ky.) Herald-Leader Co., said the board fears a movement is developing in some quarters to reduce the liberal arts percentage in the requirement.

An ACEJMC committee currently is rewriting the council's accrediting standards [presstime, Nov. 1983, p. 23]. The council meeting originally planned to receive the committee's proposal has been rescheduled from this month to Feb. 25, according to ACEJMC Executive Director Roger A. Gafke. □

Bittenbender named to NIE position

Carl Bittenbender has been named Newspaper in Education field services advisor for ANPA Foundation.

Bittenbender, 39, was manager of educational services for the Bucks County Courier Times, Levittown, Pa. Prior to that, he served in various positions at Roger Williams College, Bristol, R.I., and at Sawyer School of Business, the Rhode Island School of Photography, and Johnson and Wales College, all in Providence, R.I. He also has been a high school teacher.

In his new position, Bittenbender will advise newspapers, usually through on-site visits, on how to start, expand or improve NIE programs. He also will answer and address newspapers' NIE-related questions and concerns.

Bittenbender replaces Sandra F. Mather, who resigned to accept the position of director of marketing with ANPA Credit Bureau Inc. □

ICC delays rail merger after protest

The Interstate Commerce Commission Dec. 14 temporarily delayed the merger of Santa Fe Industries and the Southern Pacific Co. because of objections raised by the Union Pacific and Missouri Pacific Railroads.

The ICC planned to rule on the issues raised by the objecting railroads by the end of December 1983.

Stockholders of the Santa Fe and Southern Pacific have approved the merger [presstime, Nov. 1983, p. 18].

In other action involving the commission:

- It voted Dec. 1 to deny requests for an administrative stay pending judicial review of the agency's decision to exempt railroad boxcar traffic from regulation, effective Jan. 1. Numerous suits challenging the decision were filed with the U.S. Court of Appeals, District of Columbia Circuit.
- In accordance with a ruling by a federal appeals court, the agency reopened proceedings concerning the control by Guilford Transportation Industries Inc. of the Boston & Maine Corp. and the Delaware and Hudson Railway Co. The ICC may have to impose conditions on the purchases to ensure carrier competition [presstime, Oct. 1983, p. 29]. □

Striking Greyhound employees vote to end walkout

By a 3-to-1 margin, striking employees of Greyhound Lines Inc. approved a new contract that included wage concessions.

The three-year pact calls for a 7.8-percent cut in the wage rates that were in effect last Oct. 31. It also provides for a new 4-percent employee contribution to a pension plan.

Greyhound had shut down its operations Nov. 3 because of the strike by 12,000 members of the Amalgamated Transit Union. Operations resumed on a limited basis later that month.

In addition to passengers, the bus company carries many small shipments including newspapers. □

Press leaders again ask Reagan for meeting on Grenada

A second request for a group of press executives to meet with President Reagan to discuss deteriorating relations between the media and the administration has been made after the White House failed to respond to the first overture.

The original, snubbed request was submitted Nov. 1, in the wake of the government news blackout on the Grenada invasion.

A Dec. 1 letter signed by ANPA Chairman and President William C. Marcil and by Creed C. Black, president of the American Society of Newspaper Editors, reiterated "that our concerns have not diminished."

Marcil and Black wrote the President that they recently co-chaired a meeting with top-level representatives of the Associated Press, United Press International, the Reporters Committee for Freedom of the Press, Associated Press Managing Editors Association and the Society of Professional Journalists, Sigma Delta Chi.

Leaders of these groups met in an effort to present a unified chorus of protest to the increasing use of secrecy by the Reagan administration.

"It was clear to everyone that it is now more important than ever for a few of us, perhaps including one or two broadcast representatives as well, to have an opportunity to talk directly with you and your senior assistants," Marcil and Black stated.

They again called for "a small, substantive meeting so that we can discuss very serious and increasing concerns which are shared broadly throughout the U.S. news media."

While the idea for that type of meeting has not caught on at the White House, at the Pentagon, plans are proceeding for a commission to study press-military relations after the Grenadian news blackout.

On Dec. 12, Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, asked ANPA to name a member to that media-military commission. Vessey said the commission will make recommendations to the Pentagon on "how the military should handle the media during future military operations."

Also asked to select representatives to the commission were ASNE, AP, the National Association of Broadcasters, the National Press Club, Newsweek, Time, UPI and U.S. News & World Report. The panel, headed by Winant Sidle, a retired Army major general and former military information chief in Vietnam, will also include military officers.

ANPA is considering the request. Vessey set a Jan. 16 deadline for appointing the representatives.

Besides establishment of the Sidle commission, the administration's response to the blackout continued through the first half of December to be limited to rhetoric.

President Reagan defended the media ban, saying it reduced casualties in Grenada. And Secretary of State George Shultz took the position that reporters continually try to reveal information "that's going to screw things up."

Reagan, in an interview with news executives of Gannett Co. Inc., published Dec. 15, said the Pentagon made the decision to bar reporters. He said he did not even know of the ban until after U.S. forces invaded Grenada Oct. 25.

Shultz, also speaking to the Gannett executives, said the top priority in such a military operation is to guarantee its success, "not blowing the operation by this tremendous sense that reporters seem to have these days that they have to know everything before you do it."

Two other administration officials presented their views at a Dec. 8 hearing sponsored by the Citizen's Choice National Commission on a Free and Responsible Media. (See story, p. 43.)

Michael I. Burch, assistant secretary of defense for public affairs, said he has read that when President Truman announced the detonation of the first atomic bomb, he did so to only 12 reporters. From that small group, Burch said, the White House press corps has mushroomed to an unwieldy 1,700 people, including "some oddballs" who might not hesitate to write stories that would compromise national security.

"Some reporters can't be trusted," he told the Citizen's Choice commission, "but there are many more who can be. The press corps that now covers the Pentagon, I like."

Burch said he does not want to institute censorship similar to that of World War II, when reporters wore uniforms and traveled under military orders and when the military controlled news transmission facilities, sending stories back to the United States only after the military had cleared them.

Both Burch and White House communications chief David Gergen told the commission that original plans called for the press to go into Grenada much earlier than the two-day delay actually imposed.

"The original plan was to accommo-

Discussing the Grenada issue on the Citizen's Choice panel are (from left) Gergen, Edward Fouhy of ABC television, Burch and Nelson.

date the press as soon as there was no threat that the (American medical) students might be taken hostage, perhaps at the end of the first day," Burch said. "But Fidel Castro ordered his troops to fight, and the press plan could not proceed until all the students were safe."

"We hope we never have to impose those sort of restrictions again," said Burch, a former Air Force public affairs officer.

Gergen agreed that reporters should be included in such operations "from the very beginning" except when the lives of American civilians might be at stake.

"There were some mistakes on our part," Gergen said, "including the failure to involve our press people in the loop"of those briefed on invasion plans.

"I personally would have preferred to have the press in Grenada much sooner," Gergen said. He was asked whether that was a factor in his decision to resign his White House post—a decision that was not formally announced until later that day. Gergen declined to answer what he termed an "improper question" about "my personal plans."

Also appearing before the Citizen's Choice group, Jack Nelson, Washington bureau chief of the Los Angeles Times, noted that White House spokesman Larry Speakes was "greatly dismayed" that he was "kept in the dark about Grenada." Nelson said Speakes was correct to be concerned about damage to his credibility with reporters.

"This administration has contempt for the press," said Nelson. "I don't mean David Gergen, but I'm not so sure about Colonel Burch. President Reagan has a certain contempt for the press, but he's a likeable person and he gets away with it. He does not see the Grenada situation as a serious issue."

Richard Holbrooke, former assistant secretary of state for East Asian and Pacific Affairs, told the Citizen's Choice panel: "It's only because the Grenada (military) operation was a complete success that the press came out in a minority position on it. If it had not been a success, the news blackout would be a major political question."

Burch said "it is not my role" to set standards for coverage of military operations, but "I am asking you in the media to tell us what you would accept." He said perhaps the Sidle commission will "come up with some ground rules on when the press should be involved" in planning future operations. "I'm most hopeful we could come up with some solutions quickly—within weeks." □

Will media panel produce report of substance?

A panel of 38 prominent Americans with a wide variety of professional backgrounds and political views is well on its way to completing an ambitious independent study of the role of the media in American society.

The Citizen's Choice National Commission on Free and Responsible Media has now conducted three of seven hearings scheduled around the country on how the media cover and affect such institutions as business, government and the family [presstime, Sept. 1983, p. 47].

The hearings will conclude in May, and a report will be issued sometime this summer. The commission has not determined whether the report will make actual recommendations to the media or whether it will be more in the nature of observations gleaned from the hearings.

"There is no predisposition on our end product," said commission member Roy L. Ash, director of the Office of Management and Budget under Presidents Ford and Nixon and co-founder of Litton Industries. "The dialogue itself is worthwhile, particularly for those of us not in the media."

The commission's members include leaders from business, academia, government, special interest groups and the media. Some observers believe that this carefully calculated diversification could lead to problems in reaching agreements on the report.

At least one commission member, New York author Victor Lasky, doubts the group will "ever arrive at a consensus report, due to the diversity of opinions."

"It'll be a collection of minority opinions," Lasky told presstime following the third hearing Dec. 8 in Washington, D.C. "But there's nothing wrong with examining the media. It looks like it needs to be done," he said. "Just rap the media in a speech in any city in America, and you'll get applause."

Will the commission's report have any impact on the conduct of the media?

"Who knows," responded Lasky. "It's kind of like the National News Council—much ado about nothing. The news people don't take the council seriously. It may be the same with us and our report."

On the other hand, Thomas J. Donohue, president of Citizen's Choice and a vice president of the U.S. Chamber of Commerce, noted, "Important people are aware of the goals of this commission, as evidenced by the quality of the people who are testifying before it."

If feelings about the commission are mixed, so, too, was the success of its Washington hearing on "The Media and International Affairs."

After what commission members termed a generally fruitful day of testimony, the hearing degenerated into confusion and antipathy when two members of the audience attempted to question a witness, Jim Hoagland, assistant managing editor for foreign news of The Washington Post.

Reed Irvine, chairman of Accuracy in Media, and the Rev. Lester Kinsolving, a syndicated columnist and Episcopal priest known for causing commotions at press conferences, were not allowed to question Hoagland. The hearing chairman, television newsman Ford Rowan, explained that witnesses had not been warned they might be subject to a "personal vendetta" in questioning from the audience.

Irvine complained that the commission let Hoagland "get off" with only simple questions about the size of the Post's foreign staff and its budget.

As the controversy grew, Rowan said that perhaps the hearing should be adjourned. But the episode, videotaped by the C-SPAN cable television network, continued with Kinsolving shouting comments and accusations termed "innuendo and smears" by commission member James R. Whelan, editor and publisher of The Washington Times.

The commission's sponsor, Citizen's Choice, is a taxpayers' lobby of 75,000 members affiliated with the U.S. Chamber of Commerce. The chamber provides no funding for the media commission, which is supported by donations of no more than $5,000 each from individuals and corporations. □

National News Council is reorganizing

The National News Council, in a bid to win greater cooperation from the news organizations it critiques in its voluntary complaint-handling procedure, is undergoing a major reorganization while seeking to greatly increase its budget and staff.

The "significant restructuring" of the News Council was announced in early December by its president and chief executive officer, Richard S. Salant, former president of CBS News.

The 18-member council, composed of eight people from the fields of journalism or communications and 10 non-journalist "public" members [presstime, Sept. 1983, p. 28], will be replaced by a two-tier governing structure: a board of trustees, primarily non-journalists, and a separate investigative council made up mainly of journalism professionals.

"The trustees, a group of about seven, will have general oversight and will be composed of carefully selected people of stature and respect," said Salant. "The News Council itself will be composed of about 11 or 13 members, predominantly journalists and, again, people of stature."

Details of the restructuring and changes in the council's by-laws have yet to be worked out, Salant said, but he expressed the hope that by sometime this month—or "as soon as possible" thereafter—the new setup will be operational.

The changes, approved by current council members Dec. 1, are a "response to my own feeling that the media will cooperate much more willingly if they feel they are being reviewed by their peers" rather than by outsiders.

"We've got to earn the respect of the media," Salant added. "Now, people in the media might criticize each other over drinks, but they just don't want criticism, even from other professionals, aired publicly."

The trustees would be concerned with ambitious fund-raising efforts, leaving it to the revamped, smaller News Council to handle complaints.

The council operated with a budget of about $300,000 for several years but currently has a budget of $549,000, according to Executive Director William Arthur. It has embarked on a campaign to raise some $500,000 in what Arthur termed "emergency funding to make structuring changes and add staff."

"In my view, we need $750,000 a year to do the job right," said Salant, noting that the conservative-oriented Accuracy in Media organization has an annual budget of $1.5 million.

The additional funding also would be used to retain "academics or outside consultants to assist complaint review in specific local areas" and to finance the preparation of "white papers" on a variety of ethical issues, Salant said.

The first white paper, on conflict of interest, is now in draft form, he said. □

Reporter responsibility underscored

The First Amendment Congress has mailed to newspapers, news magazines and broadcast stations a statement intended to remind reporters that "the future of the First Amendment depends on all of us."

"Much concern is expressed today about First Amendment press rights," Congress Chairwoman Jean Otto said in a cover letter. Otto, editorial page editor of the Rocky Mountain News of Denver, said she hopes the statement "will be one small step in strengthening a foundation of mutual trust and respect between the public and the press."

The one-page statement of the Congress admonishes reporters to:

- "Be accurate. It's important to our own reputations, of course, but an error here and there that may seem unimportant—even to your editor—is important to those you are writing about."
- "Understand a story *before* writing it. Unless you do, a story is likely to contain fundamental mistakes that undermine credibility. . . ."
- "Remember that we are dealing with people. It's easy to become cynical and to think only in terms of news value. And nothing hurts our professionalism more than those who needlessly and insensitively intrude on someone's grief or tragedy."

The First Amendment Congress was founded in 1979 by 12 media organizations including ANPA Foundation "to enhance the education of all Americans to the intrinsic value of freedom of expression in our democratic society" [presstime, June 1982, p. 18]. □

Prototype to be offered for comics

Sunday comics have been virtually ignored for the past two decades while experts have redesigned nearly every other part of the newspaper. Also, readership and linage of the Sunday comics are down.

But the "funny papers" finally are getting their share of publishers' attention.

A year-and-a-half-old group of newspapers, syndicates, ad agencies, printers and comics creators known as 21st Century Comics is producing a handbook of ideas for the Sunday comics section. It is designed to "catch comics up with the graphics explosion in other parts of the media," says C.W. "Bill" Baker, vice president news/administration of Knight-Ridder Newspapers Inc. and chairman of 21st Century's creative committee.

The handbook will incorporate findings of readership surveys conducted for 21st Century Comics [presstime, May 1983, p. 40]. A companion project involves a national promotional campaign to boost comics readership.

The handbook and promotional materials will be distributed to 21st Century members—including nearly 400 newspapers—within a few months, organization officials said. Non-members will be able to purchase the materials under terms that were being worked out in late December.

Baker said the handbook will provide information on how to select features for, and how to present, the comics section. It will cover such possibilities as varying comics and offering "minimal-text features" and possibly short biographies of the cartoonists in the section.

The promotional materials will be designed for television and radio spots as well as for newspapers.

Thomas J. Craddock, comics advertising sales director of New York-based Metropolitan Sunday Newspapers Inc. and coordinator of the 21st Century project, said the promotion will target young people. He said results of surveys conducted for 21st Century showed "most of the people who read newspapers admitted getting started in the comics." The research also showed that one-third of adult and teenaged comics readers said they were introduced to the Sunday comics by someone older reading to them. □

This will be a big year on the labor front at North America's newsprint mills

Labor contracts involving the major unions representing pulp and paper workers will expire at 37 Canadian and nine U.S. newsprint mills this year. They had an estimated capacity of about 9.9 million metric tons in 1983—64.1 percent of the North American total of about 15.4 million tons.

As the charts below clearly demonstrate, 1984 will be a big year for contract expirations. The North American total of 46 affected mills compares to two in 1985, six in 1986 and one in 1988, according to a compilation by ANPA's Newsprint/Traffic Department.

In late December, eight labor contracts that expired in 1983 remained to be renegotiated [presstime, Feb. 1983, p. 44].

Not listed in the charts are North Pacific Paper Co.'s Longview, Wash., mill; Bear Island Paper Co.'s Doswell, Va., mill; and Southeast Paper Manufacturing Co.'s Dublin, Ga., mill. Pulp and paper workers there are not represented by any union.

UNITED STATES

Company	Location	Union[1]	Contract expiration date
1983 (not yet renegotiated)			
Augusta Newsprint Co.	Augusta, Ga.	UPIU	July 27
FSC Paper Corp.	Alsip, Ill.	UPIU	Oct. 28
St. Regis Paper Corp. (Newsprint Division)	Sheldon, Texas	UPIU	Dec. 31
1984			
Southwest Forest Industries	Snowflake, Ariz.	UPIU	March 1
Publishers Paper Co.	Newberg, Ore.	AWPPW	April 1
Inland Empire Paper Co.	Millwood, Wash.	UPIU	May 31
Boise Cascade Corp.	Steilacoom, Wash.	AWPPW	May 31
Crown Zellerbach Corp.	Port Angeles, Wash.	AWPPW	May 31
Manistique Papers Inc.	Manistique, Mich.	UPIU	June 15
Bowater Southern Paper Co.	Calhoun, Tenn.	UPIU	July 2
Great Northern Paper Co.	East Millinocket, Maine	UPIU	July 31
Garden State Paper Co. Inc.	Garfield, N.J.	UPIU	Oct. 1
1985			
Crown Zellerbach Corp.	Wauna, Ore.	UPIU	March 31
Garden State Paper Co. Inc.	Pomona, Calif.	UPIU	April 30
1986			
International Paper Co.	Mobile, Ala.	UPIU	May 31
International Paper Co.	Pine Bluff, Ark.	UPIU	May 31
St. Regis Paper Corp. (Newsprint Division)	Lufkin, Texas	UPIU	June 30
Boise Southern Co.	DeRidder, La.	UPIU	July 15
Catawba Newsprint Co. (Bowater)	Catawba, S.C.	UPIU	Oct. 30
Coosa River Newsprint, Pulp and Forest Products Co. (Kimberly-Clark)	Coosa Pines, Ala.	UPIU	Sept. 14
1988			
Publishers Paper Co.	Oregon City, Ore.	AWPPW	March 15

CANADA

Company	Location	Union[1]	Contract expiration date
1983 (not yet renegotiated)			
British Columbia Forest Products Ltd.	Crofton, British Columbia	CPU,PPWC	June 30
Crown Forest Industries Ltd.	Campbell River, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Port Alberni, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Powell River, British Columbia	CPU	June 30
Rothesay Paper Ltd.	St. John, New Brunswick	CPU	Dec. 31
1984			
Abitibi-Price Inc.	Beaupre, Quebec	CPU	April 30
Abitibi-Price Inc.	Iroquois Falls, Ontario	CPU	April 30
Abitibi-Price Inc.	Pine Falls, Manitoba	UPIU	April 30
Abitibi-Price Inc.	Sault Ste. Marie, Ontario	CPU	April 30
Aibitibi-Price Inc.	Stephenville, Newfoundland	CPU	April 30
Abitibi-Price Inc. (Fort William Division)	Thunder Bay, Ontario	CPU	April 30
Abitibi-Price Inc. (Thunder Bay Division)	Thunder Bay, Ontario	CPU, UPIU	April 30
Boise Cascade Canada Ltd. (Kenora Paper Division)	Kenora, Ontario	CPU,UPIU	April 30
Bowater Mersey Paper Co. Ltd.	Liverpool, Nova Scotia	CPU	April 30
CIP Inc.	Gatineau, Quebec	CPU	April 30
CIP Inc.	Trois-Rivieres, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Laurentide Division)	Grand Mere, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Port Alfred Division)	La Baie, Quebec	CNTU	April 30
Consolidated-Bathurst Inc. (Belgo Division)	Shawinigan, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Wayagamack Division)	Trois-Rivieres, Quebec	CPU	April 30
Domtar Inc.	Dolbeau, Quebec	CPU	April 30
Domtar Inc.	Donnacona, Quebec	CNTU	April 30
Domtar Packaging Group	Red Rock, Ontario	CPU	April 30
Donohue Inc.	Clermont, Quebec	CNTU	April 30
Gaspesia Pulp & Paper Ltd. (Abitibi-Price)	Chandler, Quebec	CPU	April 30
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
James Maclaren Industries Inc.	Masson, Quebec	CPU	April 30
Kruger Inc.	Trois-Rivieres, Quebec	CPU	April 30
NBIP Ltd. (CIP)	Dalhousie, New Brunswick	CPU	April 30
Ontario Paper Co. Ltd.	Thorold, Ontario	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Alma, Quebec	CNTU	April 30
Price Co. Ltd. (Abitibi-Price)	Grand Falls, Newfoundland	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Kenogami, Quebec	CNTU	April 30
Quebec North Shore Paper Co.	Baie Comeau, Quebec	CPU	April 30
Reed Paper Ltd.	Quebec, P.Q.	CPU	April 30
St. Raymond Paper Ltd.	St. Raymond, Quebec	CNTU	April 30
Spruce Falls Power & Paper Co. Ltd.	Kapuskasing, Ontario	CPU	April 30
Bowater Newfoundland Ltd.	Corner Brook, Newfoundland	CPU	May 31
Kruger Inc.	Bromptonville, Quebec	CNTU	May 31
Nova Scotia Forest Industries	Point Tupper, Nova Scotia	CPU	May 31
Donohue Normick Inc.	Amos, Quebec	CPU	Dec. 31
F.F. Soucy Inc.	Rivere-du-Loup, Quebec	CPU	Dec. 31

[1]AWPPW—Association of Western Pulp & Paper Workers
CNTU—Confederation of National Trade Unions
CPU—Canadian Paperworkers Union
PPWC—Pulp, Paper & Woodworkers of Canada
UPIU—United Paperworkers International Union

Source: American Paper Institute, Canadian Pulp and Paper Association

New Jersey has progressive program to recycle newsprint

As one of the most industrialized and densely populated states, New Jersey has been a leader in developing programs aimed at reducing the mounting solid-waste problems at its landfills. The "Garden State" has a real incentive in this effort. It is quite literally running out of space to put its solid waste.

To prevent the state from becoming a modern-day Valley of Hinnom—the place near Jerusalem where refuse was burned in biblical times—the state's Department of Energy in 1981 instituted a recycling program whose goal is to reduce by 25 percent the amount of solid waste entering the landfills by 1986.

Stephen C. Esser, assistant administrator of the Office of Recycling, said the program appears to be working.

Besides old newspapers and magazines, the program covers other solid waste such as leaves, glass, aluminum, old appliances and scrap metal.

Although all the program studies are not completed, Esser says, preliminary data indicate that waste newspapers "account for about half the solid waste dumped in landfills."

Thus far, the program has paid out $700,000 in competitive grants to 230 municipalities and counties and $2 million in tonnage grants to 241 municipalities, Esser says.

The competitive grants go for the purchase of recycling equipment and for educational programs that promote recycling. Tonnage grants are based on the total amount of materials recycled. Funding for the program comes from a 12-cents-per-cubic-yard surcharge, above the dumping fees, on all solid waste deposited in New Jersey's landfills.

One of the prime beneficiaries of recycling old newspapers and magazines is the Garden State Paper Co.'s mill in Garfield, N.J., which uses recycled paper products to manufacture newsprint [presstime, Nov. 1979, p. 12].

"As tipping (dumping) fees increase and space in landfills decreases," says Donald L. Troemel, corporate director of communications for Garden State Paper, "recycling will become more economically attractive." □

More than 2 million tons of newsprint are recycled annually.

Capacity increase seen

No further new newsprint machine installations are expected in the United States through 1985, but modification of existing machines will increase capacity by 231,000 short tons[1], or 4 percent, by the end of 1986, according to the American Paper Institute.

In its annual study of U.S. paper, paperboard and wood pulp capacity, API said that gain in newsprint capacity rates as a very modest one after a five-year period of spectacular growth. During that period, according to the study, U.S. mills increased their total newsprint capacity by 1,644,000 short tons—a full 40 percent.

There were 44 newsprint machines in the United States in 1982, representing 4.8 percent of all machines that produced paper in the country.

Recyclable paper used for paper and paperboard manufacture is expected to increase its share of total U.S. fiber consumption from 14,620,000 short tons, or 23.2 percent, in 1982 to 18,109,000 short tons, or 24.2 percent, in 1986. Included in the 1982 total were 2,673,000 short tons of old newspapers, or 18.3 percent of the total. In 1986, old newspapers are expected to amount to 3,388,000 short tons—18.7 percent of the total.

The API study was based on responses from companies providing 90 percent of U.S. paper and paperboard production. □

[1]Although newsprint figures are now being reported in metric tons, this study also embraced other forms of paper, as well as paperboard, that are not calculated metrically. A short ton is 2,000 pounds while a metric ton equals 2,204.6 pounds.

NEWSPRINT NOTES

• Members of the United Paperworkers International Union **ended their 10-week strike** by ratifying a three-year agreement at the DeRidder, La., mill of Boise Southern Co. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

Elsewhere, Augusta Newsprint Co. of Augusta, Ga., exchanged agendas with the UPIU on Dec. 2, and meetings were in progress at FSC Paper Corp.'s Alsip, Ill., mill, between management and the same union.

In Canada, leaders of the Canadian Paperworkers Union and Pulp and Paper Workers of Canada recommended that their members reject the industry's final offer of no pay increase in the first year and 4-percent increases in the second and third years of the contract [presstime, Dec. 1983, p. 50].

• British Columbia Forest Products Ltd., Crown Forest Industries Ltd. and Boise Cascade Corp. have followed MacMillan Bloedel Ltd. in **raising newsprint prices** to Western U.S. customers, effective March 1. The 6.7-percent increase will boost prices from $468.50 to $500 a metric ton. [presstime, Dec. 1983, p. 50]. ANPA understands that the 5-percent volume discount offered for the last several months will be continued for the near future.

• Augusta Newsprint Co. has **started up** its new 200,000 metric-tons-per-year newsprint machine at Augusta, Ga. [presstime, Aug. 1981, p. 40].

Consumption by U.S. dailies up for 11th month

Consumption by U.S. daily newspapers increased 5.6 percent in November 1983 compared with the same month a year earlier. It marked the 11th straight monthly increase.

Consumption by all U.S. newsprint users increased during November by 11 percent—the ninth straight monthly increase in this category.

For the first 11 months of 1983, consumption by U.S. daily newspapers was up 3.5 percent from 1982, and that of all U.S. users was up 4.8 percent.

At the end of November, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 40 days, compared with 45 days at the end of November 1982. North American mill stocks at the end of November were down 2.2 percent.

November's newsprint production in Canada was up by almost 18 percent. In the United States, it was nearly 11-percent higher than in November 1982. For 11 months, production in Canada was up 3.5 percent and in the United States, 1.6 percent.

The November operating rate for Canadian mills was 95 percent, an improvement over October's 88 percent and over the 80-percent rate of November 1982. At U.S. mills, the rate was 90.9 percent in November, up from 87.3 percent in October and from 83.3 percent in November 1982.

Estimated consumption of all U.S. daily newspapers[1]

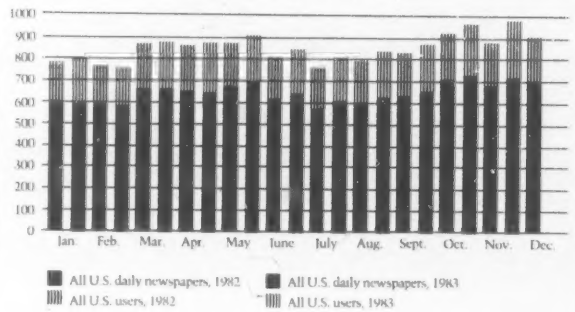
Region	October 1983(r)	October 1982	% Change
Northeast	186,890	178,332	+4.8
North Central	161,253	154,494	+4.4
South	230,017	216,226	+6.4
West	158,234	155,390	+1.8
Circulation size			
up to 25,000	56,108	65,651	-14.5
25,001-100,000	128,878	131,487	-2.0
Over 100,000	551,408	507,304	+8.7
October totals	736,394(r)	704,442	+4.5(r)
Ten-month totals	6,549,462(r)	6,341,075	+3.3(r)
Region	**November 1983(p)**	**November 1982**	**% Change**
Northeast	181,202	171,761	+5.5
North Central	158,492	151,034	+4.9
South	231,068	212,581	+8.7
West	157,329	154,353	+1.9
Circulation size			
up to 25,000	56,584	63,183	-10.4
25,001-100,000	130,234	129,367	+0.7
Over 100,000	541,273	497,179	+8.9
November totals	728,091(p)	689,729	+5.6(p)
Eleven-month totals	7,277,553(p)	7,030,804	+3.5(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
September 1983	811,782	36(r)	5
September 1982	897,812	42	6
October 1983	784,896(r)	33(r)	5
October 1982	861,131	40	6
November 1983	764,434(p)	34(p)	6(p)
November 1982	831,558	39	6
Canadian mills			
November 1983	352,601	--	--
November 1982	382,241	--	--
U.S. mills			
November 1983	121,183	--	--
November 1982	102,366	--	--

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

Estimated newsprint consumption, 1982-83 (thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
September totals	884,000(r)	836,000	+5.7(r)
October totals	997,000(r)	928,000	+7.4(r)
November totals	992,000(p)	893,000	+11.1(p)
Eleven-month totals	9,647,000(p)	9,208,000	+4.8(p)

Production

	Canada	U.S.A.	North America
November 1983	774,373	413,360	1,187,733
November 1982	656,725	373,184	1,029,909
Increase	+117,648	+40,176	+157,824
	+17.9%	+10.8%	+15.3%
Eleven months 1983	7,777,910	4,310,965	12,088,875
Eleven months 1982	7,518,132	4,244,260	11,762,392
Increase	+259,778	+66,705	+326,483
	+3.5%	+1.6%	+2.8%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1983	569,130	96,808	99,588	765,526
November 1982	484,002	83,434	123,908	691,344
Eleven months 1983	5,498,536	891,572	1,327,868	7,717,976
Eleven months 1982	5,083,782	860,546	1,385,449	7,329,777
Increase or decrease	+414,754	+31,026	-57,581	+388,199
	+8.2	+3.6	-4.2	+5.3
From U.S. mills				
November 1983	388,321	----	22,859	411,180
November 1982	374,262	----	14,580	388,842
Eleven months 1983	4,031,067	----	245,124	4,276,191
Eleven months 1982	3,927,905	----	251,632	4,179,537
Increase or decrease	+103,162	----	-6,508	+96,654
	+2.6	----	-2.6	+2.3
From North American mills				
November 1983	957,451	96,808	122,447	1,176,706
November 1982	858,264	83,434	138,488	1,080,186
Eleven months 1983	9,529,603	891,572	1,572,992	11,994,167
Eleven months 1982	9,011,687	860,546	1,637,081	11,509,314
Increase or decrease	+517,916	+31,026	-64,089	+484,853
	+5.7	+3.6	-3.9	+4.2

[2]Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

Plateless printing dished up for newspaper labels

The Times Journal Co. of Washington, D.C., continues to be a technological innovator in the production of its newspaper products.

The company, publisher of several newspapers including the Journal newspapers serving the Virginia and Maryland counties surrounding Washington and The Army Times, just became the first newspaper to use ink-jet printers to address its products directly from the press stream or from the inserters.

In ink-jet printing, press plates are not used. Instead, ink droplets are sprayed directly onto the surface of the material to be printed. A computer-controlled magnetic field directs the positioning of the ink particles so that letters and numbers form properly on the printing medium, newsprint in this case.

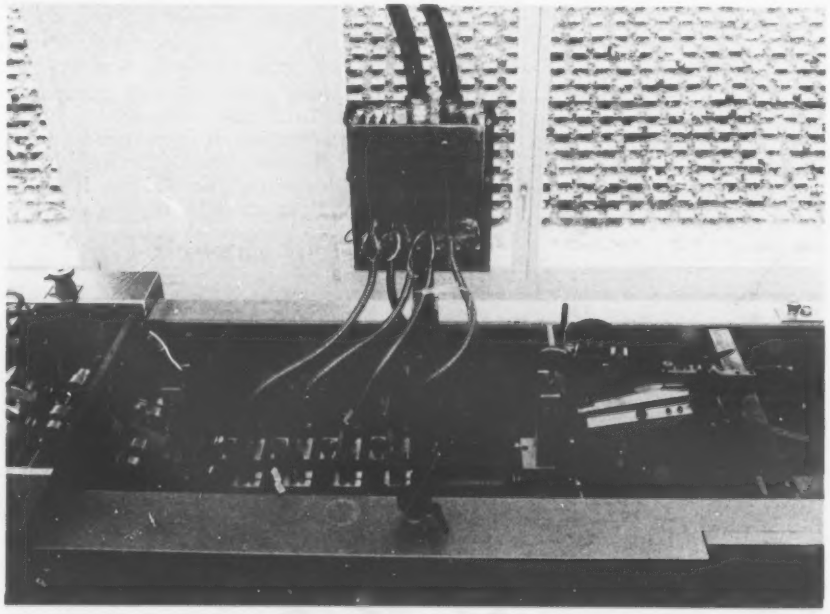
Officials involved in the development of ink-jet printing acknowledge that the process is limited to label printing, and that as far as newspapers are concerned, only dailies delivering a significant portion of their circulation by mail will find it useful. Vendors say the total cost of the current systems—about $100,000—make them too expensive to use on a once-a-week TMC product, for instance.

But The Times Journal finds the technology is a good fit with the labeling needs of its daily papers. It is quicker and requires fewer people than other labeling methods.

According to Michael Bella, Times Journal vice president/production, "The big part of our operation is strictly mail." In addition to the 160,000 copies of the Journal newspapers that are mailed each day, he says, the firm mails 700,000 copies of The Sporting News as well as several military weeklies with varying circulations.

"The purpose of getting the ink-jet system was to give the Journal newspapers a later deadline," Bella says.

Besides addressing the newspapers, the system will recognize a change in ZIP codes in a given bundle. If a bundle of 14 or less newspapers contains two different ZIP codes, the system will automatically "red ink" the dividing line between the codes, allowing a mailroom staffer to separate the bundle later for mailing purposes.



Heads made by A. B. Dick are used in HGC and Muller-Martini ink-jet printers.

Bella says the company did a cost-justification study and determined that the system offered substantial savings in mailroom labor and management.

"This system won't eliminate any full-time (mailroom) positions," he says, but it will decrease the firm's dependency on casual labor.

The trouble with casual labor, he says, is that the company couldn't get enough, and that which it did get ate up too much of management's time in hiring and managing.

All in all, Bella is high on the machine's performance. "From what I've seen so far," he says, "I'm very pleased with the ink-jet system. The runs we have done have been very encouraging."

The firm made two complete, successful runs of the Journal newspapers in early December and planned to "go full blast" by Jan. 1, according to Bella.

The system was developed under a turn-key agreement with the Harris Graphics Corp. Although the project, which began last spring, fell two months behind schedule, HGC expects to turn over the system to the newspaper company this month or next.

The system uses HGC-developed software and hardware and A.B. Dick ink-jet heads. The system is capable of addressing 42,000 papers per hour.

The Muller-Martini Corp. has also developed an ink-jet addressing system [presstime, July 1983, p. 8].

Ink-jet technology has been around since the 1960s, and at one time ANPA technical researchers thought the new printing process might be able to produce a complete newspaper product [presstime, Sept. 1980, p. 36].

In fact, newspaper executives were given a demonstration of a Mead Dijit ink-jet press printing partial pages of a newspaper at the 1975 ANPA Production Management Conference in Houston.

However, the process continues to be slow, costly and of low quality compared to the processes currently used to print newspapers.

ANPA researchers say the technology, at least regarding the production of complete newspapers, has lost the luster it had in the late 1970s. —*Paul Kruglinski*

ANPA technical seminars resume after lapse during relocation to Reston facility

ANPA technical seminars are up and running again.

After a six-month hiatus, caused by the relocation of the former ANPA Research Institute to The Newspaper Center in Reston, Va., the Technical Services Department will begin its new "hands-on" series with Offset Press and Plate Seminar Jan. 16-20.

The seminar will cover theory and will provide hands-on operation of offset presses.

Other seminars slated for the first half of the year include Color Separation Techniques for Newspaper Reproduction and Management Introduction to Newspaper Technology [presstime, Oct. 1983, p. 30].

"Our seminars offer the opportunity for both novices and experienced newspaper managers and production personnel to learn about and experience the latest advances in newspaper technology," says Technical Services Director Peter P. Romano.

The training sessions, which are limited to 10 participants each, cost $550, and applicants are accepted on a first-come, first-served basis. Cost includes the seminars, all supplies and a daily luncheon. The Sheraton Reston hotel is located two blocks from The Newspaper Center.

For a seminar brochure and registration form, contact Alan Tepper at The Newspaper Center. □

TECHNOLOGY NOTES

• The Enterprise of Brockton, Mass., became the latest newspaper to announce plans to institute an **experimental project in flexography** [presstime, Dec. 1983, p. 46].

The newspaper has entered into a tentative agreement with Printing Press Services Inc., a British-based manufacturer of flexographic retrofits, that calls for the eventual conversion of the newspaper's six-unit Goss Mark I Headliner letterpress press.

Under the agreement, PPSI will build and install a seventh flexographic unit with a color hump onto the existing press line in May. The conversion of the rest of the units is contingent upon the successful operation of the experimental unit.

• The Eastman Kodak Co. is reminding newspapers that they have until March 12 to register for the 1984 Run for the Money Color Contest.

The contest, for **excellence in color reproduction**, awards $1,000 each to 20 winners. One overall worldwide winner will be awarded "Best of Show" honors and an additional $2,000.

The awards will be made at the ANPA Operations Management Conference & Exposition in Atlanta in June.

For more information, call (716) 724-3339.

TECHNOLOGY CALENDAR

• The **ANPA technical committees** will meet Jan. 10-11 at The Newspaper Center.

• The **Itek CPS Users Group** will hold its semi-annual meeting Jan. 15-17 at the Queen Mary, Long Beach, Calif.

• Jan. 15-21 is **International Printing Week**, with the theme: "Print: A Lasting Impression." Printing Week is sponsored annually by the International Association of Printing House Craftsmen.

• The fourth annual **Seybold Seminars** on interactive page makeup, digital graphics and electronic printers will be held March 5-9 at the Miramar-Sheraton Hotel, Santa Monica, Calif.

• **America * East Newspaper Production Conference** will be held March 28-30 at the Hershey Lodge and Convention Center, Hershey, Pa. The conference is sponsored by the Pennsylvania Newspaper Publishers Association.

• The **ANPA Operations Management Conference & Exposition** will be held June 9-13 at the Georgia World Congress Center, Atlanta.

Equipment for sale

The following Pertec Disk Drive equipment, as removed from an ECRM 7600 system, is available in lot or piecemeal: four D3400 Pertec drives (front load), three Pertec formatters, 17 disk packs, one CE alignment pack, one Pertec disk exerciser and one Pertec emergency unload monitor. Make offer. Contact Garth Anderson, Fairbanks Daily News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Cheshire model 523 addressing machine, complete with four-up label head and 12-foot conveyor. May see in operation. $13,500 or best offer. Contact Ken Harmon, Columbia Daily Tribune, Box 798, Columbia, Mo. 65205; (314) 449-3811.

One Compugraphic Unified composer, one Compugraphic ACM 9000 ad display machine, one Compu-scan Alpha slow-speed scanner (OCR). Contact Gerald Battles, The Daily Times, 110 W. Jefferson St., Ottawa, Ill. 61350; (815) 433-2000.

Equipment wanted

The following equipment is wanted by the Department of Mass Communication at University of Liberia: Heidelberg offset press (18x25¼"), flip-top plate maker, cutting machine, double-head stapling machine, NuArc Process Camera (14"x18"), film processing sink, film dryer, plate processing sink, headliner, Compugraphic composing machine, film storage cabinets, light table and artist's drawing board. Newspapers wishing to contribute one or more pieces of such equipment should contact T. Nelson Williams, chairman, Department of Mass Communication, University of Liberia, Monrovia, Liberia, West Africa.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

McMichen apparent winner, but incumbent Bingel protests

The leadership of the International Typographical Union is embroiled in a dispute over results of the membership's Nov. 16 vote for international officers.

According to final but still-unofficial results, Robert S. McMichen, the incumbent first vice president, unseated President Joe Bingel [*presstime*, Dec. 1983, p. 42]. McMichen got 26,166 votes while Bingel had 21,382.

Robert S. McMichen

But Bingel filed a protest with the international canvassing board, which began the official tabulation on Nov. 30. A protest also has been filed with the ITU executive council.

Bingel alleges that several local unions violated the ITU constitution and bylaws and a provision of the Labor-Management Reporting and Disclosure Act of 1959 (Landrum-Griffin Act) that forbids the use of money collected from dues to promote a candidate for union office.

Following Bingel's action, McMichen filed his own protest with the canvassing board, challenging the election of the three vice presidents. McMichen's protest is based on the use of union facilities to promote candidates.

After receiving the protests, the canvassing board recessed for several weeks.

The brouhaha leaves in question a special convention that was to be convened early this year to consider a document for merger with the Teamsters. Before the election, the ITU executive council approved Bingel's recommendation in support of that convention by a 4-to-1 vote, with McMichen the dissenter. During the election campaign, McMichen favored a merger with the Graphic Communications International Union.

Secretary-Treasurer Thomas W. Kopeck said that before a special convention can be held, a 30-day notice to members is required. No notice had been given by late December.

Bingel told *presstime* that "everything depends on what happens in the appeal" of the election results. He noted that Teamsters President Jackie Presser is recovering from heart surgery, and this has delayed merger discussions.

McMichen said he would have no comment until the internal conflict is resolved. The Colorado Springs Gazette Telegraph quoted him as saying, "Although I feel we would be more at home with the Graphic Arts International Union (now the GCIU), if the Teamsters' proposal is better, I will go with that."

A major issue is who will preside over the voting on the Teamsters' proposal at the special convention. The three-year terms of the international officers were to begin Jan. 1, and labor specialists speculate that Bingel, who will remain in office until the disputes are resolved, filed his protest to delay the seating of McMichen until after the special convention.

Meanwhile, the problems at the ITU's Colorado Springs headquarters have thrown a wrench into AFL-CIO President Lane Kirkland's efforts to get the ITU and GCIU together. Kirkland has said that if the ITU goes through with a merger with the Teamsters, "immediate separation" of the ITU from the AFL-CIO would result [*presstime*, Nov. 1983, p. 44]. The Teamsters union was kicked out of the federation a quarter of a century ago for alleged corrupt practices.

Before the election, Kirkland suggested to Bingel that the "most expeditious" way to proceed would be to examine a two-way merger of the GCIU and ITU "without foreclosing the possibility of the inclusion of The Newspaper Guild in those talks at any stage." He urged that the respective secretary-treasurers of the ITU and GCIU meet to share financial information.

Such a meeting between Kopeck and GCIU Secretary-Treasurer Michael P. McNally was held Dec. 8-9 at GCIU headquarters in Washington. Kopeck said the next meeting would probably be in Colorado Springs, but no date had been set by late December.

In addition to the election protests filed by Bingel and McMichen, Billy Joe Austin, president of the Denver local, filed one over his defeat by incumbent Second Vice President Robert L. Wartinger, 24,742 votes to 19,349.

In the other vice presidential races, Allan J. Heritage, who was unopposed, was elected first vice president with 31,277 votes; and Raymond E. Brown was elected third vice president over William J. Boarman, 23,041 to 21,199.

Secretary-Treasurer Kopeck easily turned back a challenge from Robert E. Petersen, 29,458 to 17,442.

Bingel, Brown, Heritage, Petersen and Wartinger had been endorsed by the union's Progressive Party.

—Clark Newsom

Ex-workers charge dailies with discrimination

Two Washington State dailies have been charged with discrimination in court suits filed by former employees.

Willene Anderson, 48, a former reporter at The Tacoma News Tribune, filed suit in Pierce County Superior Court, alleging that the newspaper discriminated against her because of her age and her American Indian heritage.

Anderson, who had been fired for alleged incompetency, first filed charges with the Washington State Human Rights Commission; that agency held one hearing on her charges that she had been subjected to harassment and humiliation prior to discharge.

She filed the court action before the commission concluded its proceedings, which are still pending. She also alleges that the Pacific Northwest Newspaper Guild failed to represent her adequately.

In the other case, Jean T. Young, 57, a former classified advertising manager at the Journal-American in Bellevue, filed suit in King County Superior Court, alleging that the newspaper discriminated against her because of her age and sex.

In 1983, the company replaced her with another individual. She declined an offer to become an assistant in the personnel department and filed the lawsuit. Young claims she was discharged, but the company contends that she quit. □

Justice responds on Passaic, N.J., case

The Department of Justice has responded to a publisher's letter calling President Reagan's attention to a case in which the National Labor Relations Board ordered another newspaper publisher to restore an employee to his former status as a columnist.

The letter was written by Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette, and chairman of the ANPA Labor and Personnel Relations Committee.

It concerned the NLRB's ruling that The Herald News of Passaic, N.J., committed an unfair labor practice when it dropped the column of an employee who played a part in the organization of the newspaper's editorial department. The newspaper has denied that the column was dropped because of Mitchell (Mike) Stoddard's union activities.

The board ruling has been appealed to the U.S. Court of Appeals, District of Columbia Circuit, and ANPA has filed a friend-of-the-court brief arguing that the board's remedy of compelled publication is unconstitutional [pressstime, Sept. 1983, p. 34]. The court's decision is not expected before this summer.

In his letter, Tully noted that the U.S. Supreme Court has repeatedly upheld the right of the press to refuse to publish as well as to be able to publish freely. He said the logic followed by the NLRB was "totally contradictory" to the First Amendment statement that "Congress shall make no law abridging freedom of the press."

The Phoenix publisher told the President: "My purpose in writing you is to make sure you are aware of the potential furor that will certainly be raised because of this ill-advised position on the part of the NLRB."

In response, Assistant Attorney General Theodore B. Olson noted that the NLRB specifically directed that Stoddard was not to have his weekly column canceled "*because* of his union membership and activity." The order requires the newspaper to resume publication of the column "subject to the same lawful standards and requirements that [the newspaper], as an employer, imposes or may impose on its employees."

The assistant attorney general said if the language was read to require that The Herald News could not, in the exercise of its normal and customary editorial discretion, reject any particular column submitted by Stoddard, the decision "would clearly raise" substantial First Amendment issues.

"However," Olson said, "the order need not be read in that broad a fashion. On its face, it could be read to preserve all of the discretion with respect to the decision to publish or not publish any particular column submitted by this particular columnist that [the newspaper] presently has with regard to any other of its employees who may submit such columns.

"More importantly, the brief filed on Nov. 22, 1983, by the NLRB in this matter specifically disavows a reading of the order that would raise such a serious First Amendment question." In the brief, the board acknowledged the company's right to approve or disapprove of Stoddard's work "for lawful reasons," Olson noted.

The NLRB's brief stated: "All that the board's order seeks to ensure is that reprisals for union activity will no longer be part of the status quo and that the company will henceforth treat Stoddard's submissions in a nondiscriminatory fashion. . . . The board's order leaves the company free to print or not to print Stoddard's column for any reason other than the discriminatory one of his union activities."

The NLRB argued that ordering a newspaper to give normal consideration to a reporter's submissions "is not equivalent to ordering the newspaper to publish those submissions."

Olson said that in light of the brief, "it would appear to us that the major point raised in your letter . . . may have been understood and addressed by the NLRB itself."

Because of the appeal, Olson noted, "we have had to regard the issues raised as ones essentially pending in litigation for purposes of the propriety of our commenting on the substance of your letter."

Stoddard was demoted from bureau chief and columnist to reporter after editorial employees voted in favor of union representation—an effort in which Stoddard was a key figure. □

Court asked to overturn order on columnists

The Washington Post has filed suit in U.S. District Court seeking to overturn an arbitrator's order in a dispute involving the union status of four syndicated columnists.

Arbitrator Seymour Strongin ordered the newspaper to reimburse Local 35 of The Newspaper Guild for the more than $8,000 in dues it did not receive after the columnists were advised they were exempt from coverage under the Post-Guild labor agreement.

At issue was whether Richard Cohen, Coleman McCarthy, William Raspberry and Tom Shales were excluded from the bargaining unit as columnists "whose material is syndicated by arrangements with the Post." The union argued that the phrase was limited to syndication by independent syndicates, while the company contended that it also applied to syndication by The Washington Post Writers Group, a division of the Post.

Strongin, a Washington attorney, found that the disputed language first appeared in the 1948-49 agreement and that the Washington Post Writers Group was founded in 1973. Between 1973 and 1979, "both the Post and Guild had proceeded under the assumption that columnists employed by the Post whose work was syndicated through the Writers Group were part of the bargaining unit," he said. The Post informed Cohen in 1979 that he was not part of the bargaining unit; the other three columnists got the word the next year.

The arbiter found that the Guild had agreed to the exclusion of any columnist who made an arrangement with the Post to have a column published through an independent national syndicate, and he upheld the union's contention that it had never made any such agreement for columns syndicated by the Post itself.

"The Post cannot now unilaterally broaden the scope of the exclusion to encompass a relationship not existing at the time the exclusion was created," he said.

In its suit seeking to have the award overturned, the Post contended, among other things, that Strongin exceeded his powers under the labor agreement and that his award did not "draw its essence" from the agreement. □

Employees to get pension surplus

An arbitrator has ruled that a $1.3-million surplus in a pension fund at the defunct Washington Star must be paid to 523 former employees represented by the Washington-Baltimore Newspaper Guild.

Time Inc., the newspaper's owner, had claimed the money after it closed the Star in August 1981.

The pension plan, created in 1974, was jointly administered by the company and the Guild.

At issue was the excess money in the fund that was not needed to pay current benefits as determined in the plan's formula. The six trustees—three from the company and three from the union—split on the question of who should get the money.

Arbitrator Walter Gellhorn noted that the Star's contributions to the plan, as a result of an actuarial miscalculation, had produced the surplus. In addition, the fund earned a higher rate of interest on its assets than the actuaries had predicted. The actuaries had anticipated that the fund, would earn 6-percent interest on assets, while the actual figure was much higher.

Gellhorn, a law professor at Columbia University, said that it was clear from the negotiations that led to creation of the fund that its basic purpose was to benefit employees.

"The pension program was structured not to produce the possibility of a monetary refund for the Star, but to produce the assurance of retirement pay," he said.

The surplus averages about $2,500 a person, if evenly divided. However, the actual division formula and method of payment to the former employees will be determined in further proceedings.

Meanwhile, a similar case involving a $4-million surplus in a separate Star employee trust fund, established in 1918, is pending in the U.S. Court of Appeals, District of Columbia Circuit. In that case, a federal judge ruled that Time was entitled to retain the surplus [presstime, May 1983, p. 55]. □

Additional arbitration awards

Baltimore Sun, ITU: Robert J. Ables ruled that two printers were not entitled to holiday pay for Thanksgiving Day 1982 when they were scheduled to work but did not do so because of illness.

Boston Globe, GCIU: John E. Higgins decided that an engraver could not exercise his seniority to "bump" or replace an employee on another shift where there was no opening.

Denver Post, ITU: William E. Rentfro found that a printer with a lifetime job guarantee was not entitled to reclaim a job after serving time in prison in a felony case.

Emerson (N.J.) Il Progresso Italo-Americano, Deliverers: Richard Adelman ruled that employees who worked a Friday night delivering a combined Saturday/Sunday holiday edition were not entitled to an extra day's pay.

St. Louis Post-Dispatch, ITU: M. David Keefe found that the involuntary transfer of two printers from the machine department to other departments did not violate the labor agreement despite the fact the printers had greater seniority than two supervisors who were not transferred.

San Diego Union and Tribune, ITU: Thomas Christopher ruled that the company did not violate the work jurisdiction of mailers when it contracted out the labeling and mailing of a revised publication in the company's total-market-coverage program.

San Jose (Calif.) Mercury and News, GCIU: Barbara Chvany sustained the discharge of a pressman for intentional interference with production.

Toronto Star, Guild: O.B. Shime sustained the dismissal for economic reasons of a part-time community news correspondent.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Hazardous duty benefits denied in death

The beneficiaries of a newspaper photographer who was killed while on assignment are not entitled to a $50,000 "hazardous duty" death benefit under the labor agreement with the San Francisco-Oakland Newspaper Guild, an arbitrator has ruled.

The parties had negotiated the benefit for reporters and photographers in 1966. The term "hazardous duty," however, was not defined in the agreement.

The case arose on June 25, 1982, when the employee of The Tribune of Oakland was assigned to photograph empty cars on tracks of the Southern Pacific Railroad. He was struck and killed by a train when he emerged from between two boxcars.

The union claimed that the employee's death was covered by the hazardous-duty section of the agreement because it resulted from an accident while he was on an assignment that was "objectively hazardous."

Arbitrator Harvey Letter found that during negotiations leading up to the 1966 agreement, the parties had discussed the contract section in terms of covering violent demonstrations, riots and other civil disorders. It was negotiated at a time when reporters were being sent to cover riots at the University of California and San Francisco State University, where the chant "get the reporter" or "get the photographer" was often heard.

Letter found that the manner in which the employee performed his assignment was "a fundamental factor" in his death. The procedure he decided to follow "in his movements on and across boxcars and tracks" gave rise to the hazardous condition that resulted in his death, the arbiter said.

He noted there are numerous situations in which a prosaic human activity that is performed safely time and again occasionally results in tragedy due to human error.

The fact that the employee was killed in the performance of his assignment did not establish that the assignment was "hazardous duty," Letter ruled. "To hold otherwise could convert the most routine assignments for the employer's reporters and photographers to hazardous duty' whenever serious accidents occur in the implementation of the assignments," he said. □

Labor judge rules union in N.Y. interfered with USA Today delivery

An administrative law judge of the National Labor Relations Board has found that an independent deliverers' union unlawfully interfered with Gannett Co. Inc.'s introduction of USA Today in the metropolitan New York market last April 11.

Judge Howard Edelman ruled that the Newspaper and Mail Deliverers' Union of New York and Vicinity violated the secondary-boycott provisions of the Taft-Hartley Act by inducing certain newspaper wholesalers through pickets and other means not to handle the newspaper.

The union admitted it had a labor dispute with Gannett because the drivers delivering USA Today to retailers and wholesalers were not union members.

The newspaper is trucked out of Gannett's facilities at Harrison, N.Y., by independent contractors to retail outlets in Manhattan and to wholesalers in other parts of metropolitan New York City.

Edelman said that the union called a meeting on April 10, 1983, to map out a strategy to halt all deliveries to the wholesalers. He called the testimony of the union's business agent "incredible," "fabricated" and "generally unworthy of belief." To believe the union's version of why certain deliveries were not made on April 11 and 12, "one would have to be so naive as to believe that babies are delivered by the stork," Edelman said.

The secondary-boycott section of the act makes it unlawful for a union to put pressure on employers with whom it has no labor dispute, such as the wholesalers in this case, to stop doing business with another company with whom it does have a dispute.

Edelman recommended that the board order the union to "cease and desist" its unlawful conduct and to post a notice to members stating that it will not "in any manner or by any means" induce anyone to stop handling USA Today.

After Gannett filed charges with the NLRB, U.S. District Court Judge Henry Bramwell issued an injunction that prohibited the union from interfering with distribution of the newspaper. The injunctive relief was granted pending a final ruling on the charges by the NLRB. The union has appealed Judge Edelman's decision to the board.

The deliverers' union also is appealing to the board a decision by another law judge that the union unlawfully induced employees of wholesalers not to handle the New York Amsterdam News during a 1983 strike by Local 3 of The Newspaper Guild [presstime, Sept. 1983, p. 34].

(Newspaper and Mail Deliverers' Union of New York and Vicinity and Gannett Co. Inc. et al., ID-[NY]-119-83) □

NLRB elections

Bellevue (Wash.) Journal-American, Guild: Editorial, advertising, circulation and mailroom employees voted 101-25 in favor of representation by the Pacific Northwest Newspaper Guild.

(NLRB Case No. 19-RC-10835)

Leavenworth (Kan.) Times, ITU: Newsroom employees voted 6-1 against further representation by Typographical Union No. 45.

(NLRB Case No. 17-RD-934)

Daily News of Los Angeles, GCIU: Pressroom employees voted 27-24 to retain Newspaper Printing Pressmen's Union No. 18 as their bargaining representative.

(NLRB Case No. 31-RD-842)

Sarasota (Fla.) Herald-Tribune, GCIU: Maintenance employees and paper handlers voted 10-2 against further representation by Pressmen's Union No. 565.

(NLRB Case No. 12-RD-504)

Wayne (Mich.) Eagle, Guild: Advertising, editorial and office employees of the weekly newspaper voted 19-4 against further representation by the Detroit Newspaper Guild.

(NLRB Case No. 7-RD-2043)

Contract settlements

- **Calgary (Alberta) Herald, GCIU:** Two-year agreement covering employees in the pressroom, mailroom, platemaking department and warehouse; retroactive to Oct. 1, 1983.
- **Philadelphia Inquirer and Daily News, independent union:** Thirty-five-month agreement covering mailroom employees; retroactive to Oct. 1, 1982.
- **Pittsburgh Press, ITU:** Initial three-year agreement covering financial department employees; retroactive to Jan. 1, 1983.
- **Pittsburgh Press, ITU:** Three-year agreement covering advertising department employees; retroactive to Jan. 1, 1983.

(Details in December 1983 and January 1984 issues of the ANPA Labor & Personnel Relations Letter.)

NLRB official says union can't represent street-sale advisors

The NLRB regional director in Baltimore has dismissed a petition filed by Local 355 of the Teamsters to represent district advisors in the street-sales section of The Baltimore Sun's circulation department.

The advisors distribute papers within a defined territory to stores, racks and to about 172 individuals known as "hawkers," who sell copies on the street. In addition to interviewing, hiring and training them, the advisors establish the hawkers' territories and hours of work. The hawkers are subject to discharge by the advisors.

Regional Director Louis J. D'Amico found that the hawkers are employees rather than independent contractors. As a result of the advisors' duties and responsibilities over them, he ruled that the advisors are supervisors who cannot be included in a bargaining unit.

Some of the advisors do not have hawkers, but D'Amico noted that the union said it would not participate in an election unless the unit included all 82 advisors.

The union has asked the board in Washington to review the regional director's decision.

(The A.S. Abell Publishing Co. and Truck Drivers and Helpers Local Union No. 355) □

Southam, Thomson acquitted; newspaper bill fades

Two separate developments concerning newspaper ownership in Canada—a court decision and a parliamentary speech that indicated the government is abandoning newspaper regulatory legislation—provided a sense of relief to many Canadian publishers in December.

The country's two largest newspaper groups, Toronto-based Southam Inc. and Thomson Newspapers Ltd., were acquitted of conspiracy and merger charges arising from the Aug. 27, 1980, closings of Thomson's Ottawa Journal and Southam's Winnipeg (Manitoba) Tribune. Also on that date, Southam bought out Thomson's interests in joint-publication agreements in Montreal and in Vancouver, British Columbia.

Those actions led to the drafting of a government proposal for a Daily Newspaper Act to restrict group newspaper ownership in Canada and to create a national press council [presstime, Oct. 1983, p. 52].

The newspaper bill, however, was not mentioned in the Dec. 7 "Throne Speech" outlining the government's priorities for the new parliamentary session that began that day. The omission signaled that a comprehensive newspaper bill is dead.

There is "no chance of (newspaper regulatory) legislation from this government," said Peter Desbarats, dean of journalism at the University of Western Ontario in London. Desbarats was associate director of the research staff of the Royal Commission on Newspapers that investigated the newspaper business in Canada

Consumer and Corporate Affairs Minister Judy Erola, who has jurisdiction over the act, said the only part of the draft legislation still under consideration is that which would establish a national press council.

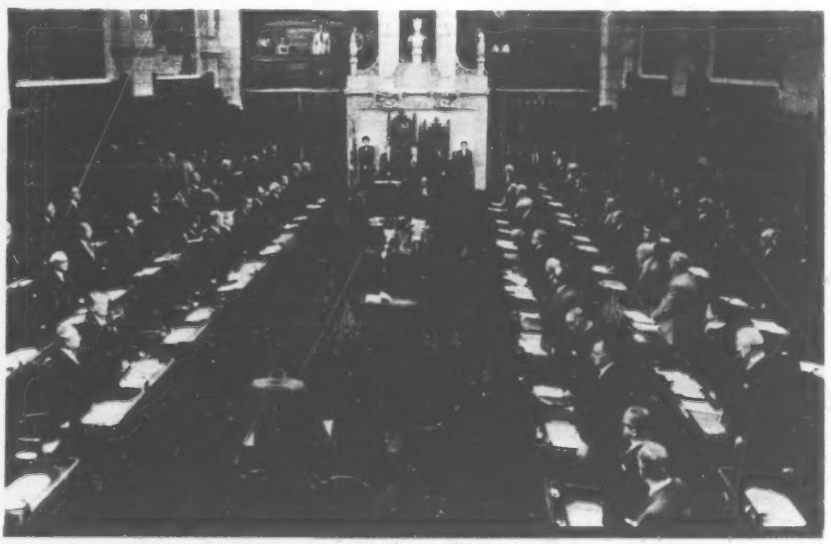
In the Southam-Thomson trial, Justice William Anderson of the Ontario Supreme Court said defense testimony that the closings of the two newspapers resulted from independent decisions rather than an illegal agreement was "unimpeached and unimpaired."

He said the testimony of Southam President Gordon Fisher and Thomson Deputy Chairman John Tory refuted the government's allegation of a conspiracy and gave "a reasonable explanation" of the events [presstime, Dec. 1983, p. 54].

The government had not made a decision at press time on whether it would appeal the Dec. 9 ruling to the Ontario Court of Appeal.

The two companies origianlly faced eight charges under the Combines Investigation Act, but Anderson dismissed five of them in mid-trial. The act is designed to protect the public from harm caused by business mergers, monopolies and agreements to limit competition.

In the Throne Speech, the government of Prime Minister Pierre Trudeau announced it will introduce new legislation that would "modernize" the conspiracy, monopoly and merger provisions of the act. Some observers said such a revised, general act could be used to limit newspaper concentration. □



Speech in Canada's Parliament failed to mention newspaper ownership bill.

Ex-employees start weekly

About 20 former employees of The Columbian, the suburban Vancouver, British Columbia, daily that was closed last Nov. 15, have jumped the gun on the former publisher's plans to establish a new group of weeklies.

The ex-employees of The Columbian started a free weekly, called Burnaby Now, that began publishing in late November. Editor and Publisher Renee Blackstone, a former editorial employee of The Columbian and one of six shareholders in the new weekly, said the paper is being delivered to about 44,000 homes in Burnaby, a suburb of Vancouver.

Former Columbian Publisher R.D. "Rikk" Taylor and a handful of other Columbian managers purchased the titles of the five weeklies that had been published by the newspaper company [presstime, Dec. 1983, p. 54]. But they had not revived the weeklies by late December. □

Reuters to sell stock

Reuters Ltd. plans to sell stock publicly. The sale will result in a windfall for the media companies of the United Kingdom, Ireland, Australia and New Zealand that own the news service, whose estimated worth exceeds $1 billion [presstime, Nov. 1983, p. 5]. □

Prospective buyer negotiates for Globe-Democrat

The St. Louis Globe-Democrat, scheduled to cease publication at the end of 1983, was granted a two-week reprieve until Jan. 14 to allow negotiations to continue on the possible sale of the morning newspaper.

An attorney for the paper's owner, New York City-based Newhouse Newspapers, said "some extensive talks" were underway late in December with a potential buyer, Jeffrey M. Gluck, publisher of Saturday Review magazine. Two or three other potential buyers "dropped by the wayside," said William E. Willis, Newhouse attorney in New York.

"We have an offer on the table and we are pushing for an agreement," said Gluck, who went from his home in Columbia, Mo., to New York City to continue negotiations in the week before Christmas.

When Newhouse announced Nov. 7 that it planned to shut down the newspaper at the end of the year because of substantial financial losses, the U.S. Justice Department imposed a Nov. 22 deadline for purchase offers and actively began seeking buyers, more than 30 of whom were referred to Newhouse for negotiations [presstime, Dec. 1983, p. 52].

The government said it had the authority to seek a purchaser to keep the paper alive because of the antitrust exemption granted the Globe-Democrat and its afternoon competitor, the St. Louis Post-Dispatch, under a joint operating agreement. Under that agreement, the Post-Dispatch handles its rival's printing, business, circulation and advertising functions, leaving the Globe-Democrat with only a news-editorial operation.

The agreement also entitles Newhouse to one-half of the profits of the Post-Dispatch for 50 years, a situation that is to continue even after the Globe-Democrat is closed or sold.

Gluck bought and revived Saturday Review after it folded a year ago. He said the magazine made a profit—he would not say how much—after he changed it from a monthly to a bimonthly and reduced the number of subscriptions sold through outside agencies. He also publishes Missouri Life and Family Journal magazines.

Many of the Globe-Democrat's 200 editorial employees have found jobs elsewhere, some at the Post-Disptach, but both Gluck and Willis said they hoped the staff would remain on board during negotiations between the two parties. □

Murdoch prevails despite late bid for Sun-Times

A last-minute bid to maintain local ownership of the Chicago Sun-Times failed late in December when the owner, Field Enterprises Inc., said it signed a "definitive agreement" to complete its announced sale of the paper to Australian Rupert Murdoch, effective Jan. 9.

It appeared, however, that the announced price of $90 million had escalated [presstime, Dec. 1983, p. 55].

According to published reports, a local group of businessmen affiliated with Sun-Times Publisher James Hoge had counterbid as much as $100 million to block sale of the newspaper and Field Newspaper Syndicate to Murdoch.

Also involved in the counteroffer was The Boston Globe, where an executive had expressed interest in obtaining control of the Field syndicate, to which the Globe is a subscriber for popular features, columns and comics. The Globe has seen increased competition from the brash Boston Herald, purchased just last year by Murdoch.

However, Lee M. Mitchell, president of Field Enterprises, quieted rumors by saying Dec. 20, "it is anticipated the [Murdoch] transaction will be completed by Monday, Jan. 9."

A Field spokeswoman said "because of certain adjustments" since the original announcement of the sale Nov. 1, "the stated contract price is now in excess of $90 million." □

'Shoe' **By Jeff MacNelly**

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Reviewing a copy of a special dedicatory paper are Directors John B. Lake (left) and Arthur Ochs Sulzberger. Also in the pressroom are Chairman and President Marcil and his wife, Jane (left), and ANPA technician Roland E. Sandt.

Bruce Gold (left) and Edward J. Harrington of ANPA's Materials Testing Services demonstrate how newsprint is measured for printability for Director Charles M. Meredith and Allison S. Cowles, wife of Director William H. Cowles 3rd.

ANPA dedicates new technical facility

With a host of present and former ANPA leaders on hand, the $6-million addition to The Newspaper Center, the Association's headquarters building in Reston, Va., was dedicated Dec. 7.

The new wing primarily houses ANPA technical and training activities, which had been located at the former ANPA Research Institute in Easton, Pa. [presstime, Dec. 1983, p. 4].

"We have been dreaming about this day for many years," remarked ANPA Chairman and President William C. Marcil of The Forum in Fargo, N.D., as he officiated over a brief formal program that included the unveiling of a bronze plaque.

Recognized for their role in conceiving the project and seeing it through were all current ANPA directors and officers and three past ANPA chairmen and presidents: Katharine Graham of The Washington Post Co.; Allen H. Neuharth of Gannett Co. Inc.; and Joe D. Smith Jr. of the Alexandria (La.) Daily Town Talk. They commented on how the concept of The Newspaper Center, providing a home not only for ANPA but for many other newspaper business organizations, evolved, and how it is being implemented.

Other guests at the dedication included two former leaders of ANPA—D. Tennant Bryan of Media General Inc., Richmond, Va., and W. Davis Taylor of Affiliated Publications Inc., Boston; and Jean Alice Small of Small Newspapers Inc., Kankakee, Ill., widow of former ANPA Vice Chairman Len H. Small.

Also in attendance and thanked for their donations of equipment installed in the new building were representatives of Goss Newspaper Products, Graphic Systems Division of Rockwell International Corp.; Hall Systems Inc. and George R. Hall Inc.; HCM Graphic Systems Inc.; and M.A.N.-Roland USA Inc.

Highlights of the dedication included a luncheon and tours of The Newspaper Center. During the tours, copies of a four-page commemorative newspaper were distributed as they rolled off the press. □

New member

CAPE COD ORACLE

Orleans, Mass. (circulation 6,407). Libby Hughes, publisher.

Welcome to presstime's new look

This edition of presstime sets another benchmark in the five-year evolvement of the magazine—inauguration of a new design and format.

We hope you noticed the separation of presstime's usual analytical, trend reports—now all in the front of the book—from its timely, for-the-record news reports—now gathered in a new "departments" section at the rear. We hope you found the new serif body type (Trump Medieval) and headline type (Novarese) easier to read and more attention-grabbing. The greater use of rules, white space, graphics, etc., all are designed to do one thing: help you, the reader.

The new format was worked up, in cooperation with the staff, by a professional magazine designer provided by the Hearst Corp.

We think it makes presstime an "easier read," as the magazine folks say. The new format also will be a neater fit with advertising when the magazine begins shortly to accept ads.

Changing the looks, however, will not affect what the magazine is all about. There has been and will be no diminution in the amount or quality of presstime's content. Indeed, the same evolutionary spirit that has affected many aspects of the magazine works also, and most importantly, on content. No other way can presstime's coverage stay consistently in front of the swift and complex changes affecting the newspaper business.

So this month we have a new face. It is but the latest—not the last—change for your magazine. We hope you like it; but like it or not, we hope you'll send your comments.

—James E. Donahue, Editor

Accreditation a plus, despite problems

I read Stuart Awbrey's letter (November 1983) in presstime about the accreditation controversy and hasten to thank him and presstime for their contributions to an important issue. We need more common sense and clear thinking like Awbrey's to clear away the emotional rhetoric that has threatened to undo much of the progress we have made in journalism education over the past 50 years.

I am a journalism dean who readily confesses there is much that is subpar in journalism education today. I also am a product of journalism education and the newspaper industry (reporter, copy editor, executive) and have seen our educational programs *and* our field become more professional over the past 25 years. I think there is a reciprocal relationship in that progress, and I for one intend to work to see that journalism education's influence on newspapers and other mass media increases during the next 25 years. . . . Accreditation through the Accrediting Council is one way of assuring that professionals play a major role in that education. I believe we are entering a quality phase for both journalism education and mass communication, and our students and the public will be the most important beneficiaries of this emphasis on quality.

As for Bill (University of Michigan Department of Communication chairman William E.) Porter's (November 1983) view that accreditation is too expensive and too much of a bother, I am appalled. Can you imagine the law and business schools at Michigan rejecting accreditation? Accreditation is not perfect, but the discipline of preparing for it and living up to it is invaluable. Far from being something that journalism education cannot afford, accreditation is something journalism education cannot afford to do without. We owe it to our students and to the goal of higher standards in both journalism education and professional journalism to work to improve accreditation, not abandon it.

Ed Mullins, dean
School of Communication
The University of Alabama

'Hands-on' experience as important as theory

I have only the highest praise for Everette E. Dennis and presstime regarding the special report on journalism education in the September 1983 issue.

As a journalism student at the University of Wisconsin-Milwaukee, I was pleased to see an in-depth look at the crisis facing journalism education today.

The UW-Milwaukee mass communication department, I believe, is both understaffed and underfunded. The staff are gifted professionals, but great improvements need to be made in the program here, as well as in the other schools around the country.

While I believe the theory of journalism is very important and needs to be covered in great detail, I believe the practical "hands-on" experience that can be gained from internships and school publications is equally important.

Hopefully, others will see the problems in journalism education soon and improve the programs to meet today's demanding standards.

David L. Hanrahan
Milwaukee, Wis.

State-run media often inherited

I would like to offer a different perspective than the one presented in your article headlined "One free-press request OK'd at IPDC meeting in Tashkent" (October 1983). . . .

What I want to center on is the issue of the "one free-press" institution cited in the story as receiving funds from the International Program for the Development of Communication at its meeting in September in Tashkent. . . . My purpose is not to start an argument over what is a "free" press, since the implication in the story is that all the others are national entities and so unfree, but rather to look at *why* national news agencies predominate in developing countries. I think this is a little-understood question in this country. . . .

Take my country, Senegal, for instance. The French colonized my country for three centuries. *They* set up the national news agency apparatus. When Senegal became independent some few decades ago, that was the system we inherited. The same applies to all the de-colonized countries. Was the system legitimate when a colonial power was in control and now suddenly illegitimate when a young independent nation is in charge? That would seem to me to be an extreme form of hypocrisy. Did anyone object before and say, "No, France, you cannot do that! You must set up a system of independent papers in order to be considered free and legitimate?"

If you look at the situation from that perspective, you will realize that at this stage of history *only* the national governments have the money and resources to run news agencies. What newspapers do exist are unable to support a system such as exists in the developed nations. It is either national supplies or nothing. UNESCO wishes to use this reality as a starting point upon which to build the pluralism and multiplicity of news outlets which is our ultimate goal.

I think this perspective is most important to understand and I would like to offer it to your very influential readers. . . .

Doudou Diene
Director, UNESCO liaison
United Nations
New York, N.Y.

98th Annual ANPA Convention

April 30-May 2 ★ Montreal Convention Center ★ You won't want to miss ANPA's first Convention in an international setting. A stimulating program is being arranged, providing new insights into such matters as total market coverage, telecommunications, postal rates, circulation-boosting strategies, preprint advertising and the latest developments in national, retail and classified advertising. World headliners will speak. Montreal, the world's second-largest French speaking city is on an island with a mountain in the middle—an extinct volcano, which is now a lovely park. There are historic districts, an award-winning Metro (subway), fine restaurants and top-notch night life. It's a very safe city, as evidenced by the numbers of people enjoying evening strolls. Tours will be available.

Registration forms will be mailed this month.

Venez à Montréal
Come to Montreal

Speeches

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The Relationship Between the Press and Business

Creed C. Black, chairman and publisher, Lexington (Ky.) Herald-Leader, and president, American Society of Newspaper Editors. Chemical Manufacturers Association, New York City, Nov. 7.

Promotion Management Under Crisis

James P. Rowley, advertising director, The Tribune, Oakland, Calif. International Newspaper Promotion Association Western Region Conference, Portland, Ore., Sept. 29.

The Outlook for the Economy and Newsprint Consumption in the United States

ANPA economics consultant Jon G. Udell, Irwin Maier Professor of Business, University of Wisconsin. ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Pointe Claire, Quebec, Nov. 3.

The First Amendment is Threatened

Anthony Lewis, New York Times columnist. Ceremony marking establishment of the Center for First Amendment Studies, Columbia University, New York City, Oct. 13.

Where the Press is Free, the People are Free

Dana Bullen, executive director, World Press Freedom Committee. UNESCO General Conference, Paris, Nov. 10.

Malice in Wonderland

Fred W. Friendly, senior program advisor, Media and Society Seminars, Columbia University Graduate School of Journalism. John Peter Zenger Award for Freedom of the Press and the People's Right to Know, Tucson, Nov. 12.

America's Universal Mail System

William F. Bolger, U.S. Postmaster General. Town Hall of California, Los Angeles, Oct. 18. (Or see Nov. 15 *Vital Speeches of the Day*, Box 606, Southold, N.Y. 11971.)

From the Audit Bureau of Circulations annual conference, Los Angeles, Nov. 9-10:

Preprints and the First Amendment

ANPA Director Katharine Graham, chairman of the board, The Washington Post Co.

Advertising Leadership

Allen H. Neuharth, chairman and president, Gannett Co. Inc.

Shared Mail, Preprints and TMC

Dean R. Bartee, senior vice president, San Jose (Calif.) Mercury News.

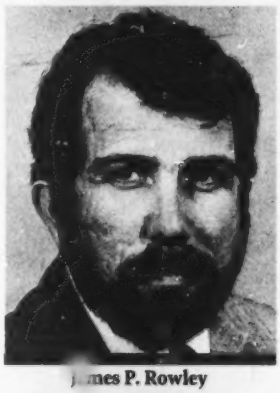
National Operating Standards for Newspaper Mail TMC Systems

Terry E. Brennen, group marketing director, Rio Grande Valley Group Newspapers, Harlingen, Texas.

Follow the Leader—The Surest Game in Town for Advertising Success

Philip H. Geier Jr., chairman and chief executive officer, The Interpublic Group of Companies Inc., New York City.

Creed C. Black



James P. Rowley

Dean R. Bartee

Terry E. Brennen

ANPA Calendar

JANUARY

ANPA Labor and Personnel Relations Conference
The Pointe Tapatio Phoenix Jan. 8-11

ANPA Executive Committee meeting
The Waldorf-Astoria New York City
Jan. 15

ANPA Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee meeting
The Waldorf-Astoria New York City
Jan. 10

ANPA technical committees' meetings
The Newspaper Center Reston Va.
Jan. 10-11

ANPA Offset Press and Plate Seminar
The Newspaper Center Reston Va.
Jan. 16-20

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria New York City
Jan. 17

ANPA Board of Directors meeting
Xanadu Cay Club Bahamas Jan. 23-25

ANPA Management Development Workshop
Westin South Coast Plaza Costa Mesa Calif. Jan. 23-27

ANPA Advanced Labor Relations Seminar
Kona Kai Club San Diego Jan. 30-31

ANPA Separations Techniques for Newspaper Reproduction Seminar
The Newspaper Center Reston Va.
Jan. 30-Feb. 3

FEBRUARY

ANPA Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Don Ce Sar Hotel St. Petersburg Feb. 9-10

ANPA International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Sheraton International Conference Center Reston Va. Feb. 12-15

ANPA Offset Press and Plate Seminar
The Newspaper Center Reston Va.
Feb. 13-17

ANPA Newspaper Personnel Relations Practices Procedures and Policies Seminar
Westin Hotel Chicago Feb. 19-22

ANPA Foundation Conference for Professional Support of Journalism Education
The Newspaper Center Reston Va.
Feb. 20

ANPA Postal Committee meeting
Washington D.C. Feb. 22-23

ANPA Management Introduction to Newspaper Technology
The Newspaper Center Reston Va.
Feb. 27-March 3

MARCH

ANPA Press Bar Relations Committee meeting
International Club Washington D.C.
March 5

ANPA American Bar Association Task Force meeting
Mayflower Hotel Washington D.C.
March 6

ANPA Government Affairs Committee meeting
Mayflower Hotel Washington D.C.
March 6

ANPA Conference for Newspaper Men and Women
Don Ce Sar Hotel St. Petersburg
March 11-14

ANPA Offset Press and Plate Seminar
The Newspaper Center Reston Va.
March 12-16

ANPA ASNE APME Leadership in the Newsroom Workshop
Chicago Marriott March 19-21

ANPA Executive Committee meeting
The Washington Post Co. Washington D.C. March 20

ANPA Telecommunications Committee meeting
Vista International Hotel Washington D.C. March 20-22

ANPA Foundation Newspaper in Education Program Development Conference
Denver Hilton, March 21-23

ANPA INPA Strategic Planning Seminar
Conference Center Hidden Valley Pa.
March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center Reston Va.
March 26-30

Jeanne Long
Congressional Inform. Serv.
4520 East-west Hwy, Suite 800
Washington, DC
20014

February 1984

presstime

The Journal of the American Newspaper Publishers Association

A2350-2A 2/6/84

SPECIAL REPORT

Eyes on the Press: Whose Are They? Are They Enough?

Is Struggling Low-Power TV Late Bloomer Or Faded Rose?

CHAIRMAN'S CORNER

Broad ANPASURE program protects members and delivers substantial savings

With the new year barely a month old, it's a good time for newspaper executives to take stock and to review plans for making 1984 sound and successful. It's a good time to seek new ways to enhance our service, to improve our product, to increase our profit and to protect our investment.

ANPA is uniquely situated within the newspaper business to help you accomplish all these goals through training, research and particularly through a relatively new program, ANPASURE™.

William C. Marcil

ANPASURE is a comprehensive, general-insurance program first offered to ANPA members in the summer of 1982. It was developed specifically for newspapers by risk managers from ANPA-member newspapers.

In many cases, ANPASURE will reduce a newspaper's property and casualty insurance premiums. One sampling of ANPASURE participants showed savings that ranged from 17 to 38 percent a year. And, as I mentioned in a letter to members in December, for many newspapers their savings each year will be greater than their annual ANPA dues—as mine are for The Forum.

ANPASURE provides standard business insurance coverage but includes special features tailored to newspapers to help fill gaps and eliminate overlaps in insurance protection.

For example, multi-peril coverage includes electronic publishing, broadcasting and data-processing equipment, protecting against water and flood damage, electrical injury, brownouts, blackouts, magnetic injury and short circuit.

The package also offers protection against employee theft, including protection against financial loss resulting from stealing, forgery and computer crimes. Employee vandalism, scratching and marring of printing plates, and structural failure are covered as well.

The executive-risk provision covers kidnapping, ransom, and extortion and the related costs, plus many liability and defense costs associated with lawsuits.

There are a variety of workers' compensation plans in ANPASURE including a new one launched in January that offers significant cost reductions for members.

In short, ANPASURE is a comprehensive protection package worth taking a look at as you plan for the year ahead. I urge you to ask your agent or broker to evaluate the program before you renew your current insurance coverage. *And remember, you don't have to change agents.* Just have your present agent contact ANPA Senior Vice President Tom Fichter at The Newspaper Center. Get the details. Make up your own mind.

And, during the year as you meet with colleagues who are not ANPA members, mention ANPASURE. It's one more very good reason for becoming an ANPA member.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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Chairman and President, William C. Marcil, The Forum, Fargo, N.D.
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Charles M. Meredith III, The Free Press, Quakertown, Pa.
Donald E. Newhouse, The Star-Ledger, Newark
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presstime

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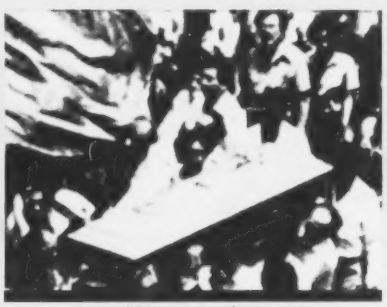

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Appeal has faded somewhat for LOW-POWER TV

Bureaucratic logjam has slowed development, but equipment and programming problems also surface

BY MARGARET GENOVESE
presstime staff writer

In September 1980, when the Federal Communications Commission announced authorization of low-power television, it was expected that thousands of mini-TV stations, each with a reach of no more than 15 miles, would spring up around the country.

Behind the low-power service was the FCC's desire to bring television service to areas either unserved or "underserved" by regular TV stations or cable TV systems.

Daily and weekly newspaper publishers were among those flooding the FCC with applications for permits to build such stations. Some hoped to use their newspapers' newsgathering resources to produce local news shows. Others applied without a clear idea of how they would use the electronic outlet. Still others applied for defensive reasons [presstime, May 1981, p. 40].

Almost three and a half years later, most would-be LPTV entrepreneurs are still waiting to see their expectations fulfilled; only 227 of the stations are on the air. Is the bloom off the LPTV rose?

For some, the appeal of low-power television has, indeed, faded. But others say the service is merely a late bloomer, its growth retarded by a monumental logjam of applications at the FCC.

The chief of the agency's low-power TV branch is one who believes it's too early to judge the success—or failure—of the service.

"I think when we have 1,000 low-power TV stations out there we will see whether the bud will turn into a full-blooming flower or not," says Barbara A. Kreisman. She is optimistic that the commission will make "substantial progress" this year on the approximately 8,000 pending LPTV license applications.

After proposing the service, the commission received so many applications that in April 1981 it imposed a freeze on new applications and set up a three-tiered system for accepting and processing them, grouping them according to their distance from major TV markets.

The freeze was later lifted for applications involving locations in the first, most rural tier. Thus far, still working on first-tier applications, the FCC has issued 378 construction permits. Permit holders have one year to complete construction of LPTV facilities.

Last summer, the logjam began to break up somewhat after the FCC began using a computer in processing applications. And in early fall, the commission implemented a lottery to award contested permits [presstime, Nov. 1983, p. 22].

Among those applauding the stepped-up activity is Washington, D.C., communications lawyer Howard M. Liberman. Liberman told the ANPA/Newspaper Advertising Bureau telecommunications symposium last October that until recently he would have advised those considering the new service to "forget it. Give up on low-power TV.

"Six months ago, it appeared hopeless at the FCC that they would ever get out of this bind that they had gotten in," he says. "What has happened is the FCC has really gotten moving."

The agency is now considering another procedural change that would accelerate even more the processing of new applications. The effect of this change would be to eliminate the chance that just before an LPTV license is to be awarded, a competing applicant emerges.

Pulling out. Despite the prospect for faster action at the FCC, not everyone remains bullish on LPTV, the technology of which is based on the "translator service" that is used to boost conventional television signals so they can be beamed to rural areas.

Functionally, low-power TV stations are much like their full-power cousins. But their more limited reach means they require less elaborate and less expensive equipment.

LPTV's limited reach also means fewer federal rules and regulations. For instance, while the FCC prohibits ownership of full-service stations by daily newspapers in their communities, there is no similar prohibition for low-power stations.

These two features—relatively low start-up costs and a favorable regulatory climate—found favor with newspaper publishers in the early going.

Gannett Co. Inc., for example, applied for permits for stations in Little Falls, Minn., and Bellingham, Wash., where it published the Little Falls Daily Transcript and The Bellingham Herald, both dailies.

Early in 1982, Gannett was awarded a construction permit in Little Falls, but it did not build a station. [Later that year, it closed the Little Falls paper.] In 1983, it withdrew from the competition for the Bellingham permit just prior to the first LPTV lottery on Sept. 29.

Asked why Gannett pulled out of the LPTV picture, Executive Vice President Douglas H. McCorkindale explains that the company's original "game plan" had called for a large effort to be made in the field, including applying for permits in each of its newspaper markets. But the application freeze, rule changes and processing delays so impeded the plan it "didn't seem to be worth our pursuing aggressively," he says.

Another newspaper company, The Clinton Daily News Co., is taking its time entering the field. It asked for, and received, an extension of the construction deadline for an LPTV station in that Oklahoma town. "We did not immediately rush out and begin broadcasting," says President Stephen C. Engleman. "We are trying to take as conservative an approach as possible to a new industry that nobody seems to know much about."

As publishers who have LPTV stations on the air attest, there are some problems besetting the new service. Two of the major ones have to do with equipment and programming.

Thomas D. Bell, publisher of The Ladysmith [Wis.] News, a weekly, says equipment problems have plagued the low-power station in Ladysmith for which Bell Press was awarded a license. The station

operates a pay-TV service but has encountered difficulty getting the right equipment for scrambling and descrambling its signal, an integral part of pay-TV operations.

Bell reports that the year-old-station has just 30 subscribers to its pay service and that because of reception problems, only 10 are actually paying for it.

Programming problems. Originally, Bell's company planned to produce local programming. But after determining the staffing costs, those plans were dropped in favor of the pay-TV setup. Bell estimates losses on the project to date have been about $100,000.

Unlike Bell Press, Montgomery Publications is producing local programming on the commercial station it put on the air a year ago in Junction City, Kan. Montgomery Publications publishes the Daily Union there. The local programs are a half-hour newscast every weeknight, a half-hour sports program twice a week and three hours of classified advertising daily.

According to Vice President John G. Montgomery, finding "decent programming" with which to supplement the local shows has been a big problem. With so few stations operating in the country, he observes, there has been little incentive for the development of programming on a national basis for low-power stations.

Last October, the Junction City station affiliated with the JPD Television Network. JPD, which first went on the air Sept. 19, claims to be the only network offering satellite-delivered programming exclusively to low-power stations.

The 80 hours of syndicated "family entertainment" programming distributed weekly by the network looks a lot like the lineup offered by independent, full-power stations—early morning cartoons, morning game shows, early afternoon movies, late afternoon reruns of former network series and prime-time movies.

JPD currently has "about a dozen" low-power TV affiliates, according to publicity director Denise McGahee. It charges its affiliates a fee based on market size. The minimum charge is $4,700 a month

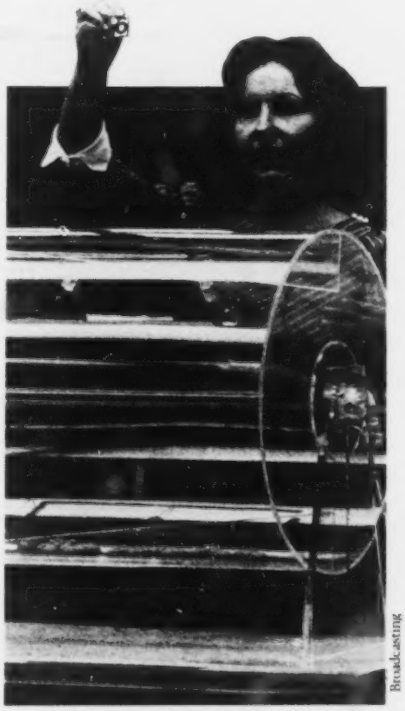
Prior to affiliating with JPD, the Junction City station had been carrying programming from the Satellite Program Network, a service used primarily by cable TV systems. SPN does not charge stations using its programs because, according to a spokeswoman, it is supported by national advertising.

Its programming includes a variety of what could be described as "how-to" shows—on crafts, sewing, microwave cooking, financial matters, etc.—and international programming. According to marketing representative Brenda S. Gilbert, SPN has 30 low-power TV clients.

The lack of substantial numbers of low-power TV stations not only is keeping programmers away, it also is inhibiting advertising for the new service, contends Bruce H. Fenske, publisher of The Journal in New Ulm, Minn.

Fenske, who doubles as general manager of the LPTV station that began operating there last March, explains that, for example, a retailer with several stores in a region would be more likely to go to the expense of producing a television spot if there were a network of low-power stations in the area. Fenske's station produces two half-hour local newscasts a day, and it also carries news from a station in Minneapolis-St. Paul, a business program from the U.S. Chamber of Commerce and SPN programs.

In addition to more stations, James F. Dorrance would like to see some changes in the FCC's LPTV regulations. Dorrance, general manager of both the Rice Lake (Wis.) Chronotype and the newspaper's low-power station in that community, says the commission should allow stations to use more power so that they can extend their reach.



Broadcasting

FCC staffer Maureen Peratino draws a winner in the first LPTV lottery.

He says the FCC also should include low-power stations among those that must be picked up by local cable TV systems. Under FCC regulations, cable TV systems must carry the signals of local full-power stations, but they are under no such obligation with regard to LPTV.

Dorrance's station stresses local programming, which it supplements with programming from the SPN. On the air since last June, it is not currently profitable, he says.

But low-power TV should be considered a long-term venture, he says, adding, "I don't know anyone who is going to get rich quick in the low-power business."

Dorrance points out that the nation's very first low-power station "scaled back" when it ran into financial problems.

That pioneering station, Channel 26 serving Bemidji, Minn., went on the air in December 1981 with commercial programming during the day and a subscription movie service at night. When it failed to generate enough advertising to support a 22-person staff, the station dropped its commercial programming last April in favor of 24-hour subscription movies, a service that runs with only four staffers. As a consequence, the station went from operating "substantially in the red to operating in the black," according to John W. Boler, president of Community Broadcast Inc.

However, Boler has received FCC permission to change Channel 26's status to a full-power station. He says he will do that if he is granted a license for a second low-power station in Bemidji. His hope is to transfer the pay-TV service to that second low-power station and to try again to establish a commercial station—but this time at full-power capability that could appeal to regional and national advertisers.

The option exercised by Boler is not open to everyone. Because of regulatory restrictions, LPTV stations in relatively few instances would be able to convert to full-power status. In addition, LPTV operators that also own a daily newspaper in the same community would be prohibited by FCC cross-ownership regulations from moving up to full-power.

That LPTV stations thus far apparently are generating more problems than profit would come as no surprise to former FCC Commissioner Robert E. Lee. When low-power TV was first proposed, Lee warned that the reach of the stations could be limited and that the service "certainly isn't going to be a license to print money."

In other words, the FCC never promised low-power TV entrepreneurs a rose garden. □

Charging for local calls could hurt data bases

BY C. DAVID RAMBO
presstime staff writer

The advent of unit-measured local telephone rates may serve as a disincentive for people to use telephone-based, consumer videotex services. But like many other challenges in these early days of computer-based information retrieval, the problems are not insurmountable.

There are technological developments that promise to ease the unit-pricing challenge.

Some observers say the main concern is that rates based on the number and duration of local calls could discourage users from spending long periods on the phone connected to data bases, or from dialing them up in the first place.

Most states have some form of measured as opposed to flat-rate service. It is a trend accelerated by the Jan. 1 divestiture of AT&T.

One electronic publisher especially concerned about its effects is Mike Hurd, editor and general manager of Harris Electronic News based in Hutchinson, Kan. "I think it has the potential of hurting quite a bit," he says. The prospect of higher telephone bills could make subscribers, currently numbering about 300 in the Hutchinson and Kansas City areas, "think twice" about using the electronic news service, Hurd explains.

The Source, a national videotex service with nearly 50,000 subscribers, believes measured service will be a "disincentive to all communications—data as well as voice—and is, in our view, contrary to the public interest," according to a spokesman in the company's McLean, Va., headquarters.

However, even these somewhat worried industry observers acknowledge that the severity of the problem will vary according to what phone charges will be under unit pricing and what mix of solutions will be available.

Kenneth G. Bosomworth, president of the consulting firm International Resource Development Inc. of Norwalk, Conn., predicts that the new way of charging for each local telephone call will have "minimal" impact on use of data bases. He cites development of new technology allowing users to "download"—that is, to receive—data-base information quickly. In such a system, personal computer users are able to "extract a chunk of information and examine it at their leisure." The process allows a briefer hook-up time on the phone.

The Dow Jones News Retrieval Service offers four software packages allowing subscribers to download, according to Thomas Pace, communications counsel of Dow Jones & Co. Inc.

Another possible way to reduce the negative impact of unit-based pricing could be use of a packet-switching network allowing more efficient and less costly data transmission at the local level. Such systems already are in effect for national services like Tymnet and Telenet, and Pace says Dow Jones is working on its own network to be called DowNet.

The first local data transmission network was developed by Bell South and is being used in Southern Florida by Viewtron, the videotex venture of Knight-Ridder Newspapers Inc. The special data transmission network is called Local Area Data Transport, or LADT.

Robert A. Morrow, manager/media relations of Bell South, points out that the LADT allows simultaneous data and voice transmission over a single line going to a household.

He says charges for consumer use of the LADT are, between 9 a.m. and 10 p.m., 4 cents for the first minute and 1.8 cents per minute thereafter; and between 10 p.m. and 9 a.m., 3 cents for the first minute and 1.6 cents per minute thereafter. Optional monthly rates are $12 for the first 12 hours and $5.75 for each succeeding six-hour increment.

Thomas R. Ray, manager of advertising and public relations for Keycom Electronic Publishing, says his company has worked out another switching alternative with Illinois Bell for a videotex system to be introduced in mid-April in the Chicago area.

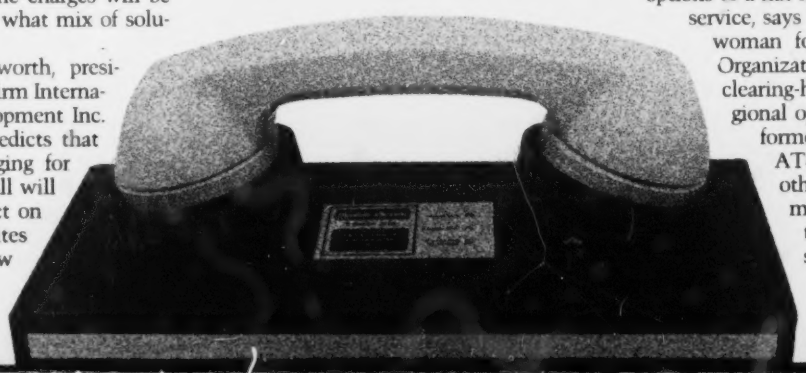
Ray says calls to the service will bypass the phone company's central switching facility and therefore will not be subject to unit measure.

Larry T. Pfister, chairman of the Videotex Industry Association, says unit-based pricing will encourage development of alternatives to the telephone lines, such as cable television. "Data transmission is a tremendous opportunity for cable," he says.

Although not instigated as a result of the Jan. 1 divestiture of AT&T, the trend toward unit-based pricing for households and businesses nonetheless was speeded up by that dramatic change in the nation's telecommunications system. That's because local calling previously was subsidized by AT&T through tolls for long-distance calling. The spun-off local operating companies now must find ways to replace those funds—expected to be in the range of $17-18 billion annually.

"Usage-sensitive pricing is one way to make up that lost money," notes Kathleen Criner, ANPA director/telecommunications affairs.

To date, public utility commissions in 40 states have approved some form of unit telephone pricing, mainly as consumer options to a flat rate that offers unlimited service, says Roberta Weiner, spokeswoman for the Central Services Organization, an information clearing-house for the seven regional operating companies that formed Jan. 1 as a result of AT&T break-up. Several other states' utility commissions have before them petitions for measured service. □



ANNUAL ACCOUNTING

Nineteen journalists slain in 1983 attacks

BY MARCIA FRAM
presstime staff writer

Journalism is still dangerous, and freedom of the press continues to be limited in vast areas of the world, according to annual reports issued recently by several organizations that monitor press freedom.

Nineteen journalists were killed in incidents of political violence last year, an increase from nine in 1982, according to Freedom House, which monitors political freedom around the world.

In addition, "only a small part of the globe can boast that free speech is respected and honoured. The rest of the world is 'gagged,'" said Executive Director Peter Galliner in the International Press Institute's World Press Freedom Review.

Galliner reported to IPI members that "throughout the world, press freedom continues to take a turn for the worse."

However, Leonard Sussman, executive director of New York City-based Freedom House, wrote in his annual report that "the degree of governmental influence on or control of the print and broadcast news media varied little during the year."

Both groups expressed concern with what Galliner called "a tacit shift from individual freedom and rights to collective ones."

Although Sussman said U.S. and Soviet delegates balanced each others' victories and defeats on press issues at 1983's UNESCO General Conference, he pointed to a possible increase in press controls if Soviet views of a "new world information and communication order" should prevail in the international organization, which the U.S. plans to leave. (See story, p. 32.)

In addition to governments' desire to control the press, the Inter American Press Association said part of the "depressing and sometimes alarming story of a free press under attack from all directions" is due to a "rising tide of political violence in the ideological struggles" of Latin America [presstime, Dec. 1983, p. 14].

In 1983, the president of IAPA sent 36 messages to 23 countries protesting press limitations. The IPI issued more such protests—65—than at any time in its 32-year history.

The State Department's annual report on human rights, including press freedom, will be released this month.

In addition to the 19 journalists killed last year (including eight in one incident in Peru), four were kidnapped, 10 were threatened with death, 80 were arrested, 19 were expelled from 17 countries and 24 were beaten or had their offices bombed, according to Freedom House. Forty-one journalists, publications or articles were singled out for "special censorship" beyond the regularly imposed press controls of 18 countries, the organization added.

With the exception of the death toll, Freedom House's figures for the other types of incidents were down from 1982 [presstime, March 1983, p. 16].

Nonetheless, Galliner said in a presstime interview, "the situation is continuously deteriorating."

David Chiel, associate director of the New York City-based Committee to Protect Journalists, agrees. He told presstime: "The situation continues to be bleak," particularly in countries "where there is no tradition of a free press." His committee defends threatened journalists, alerting U.S. and foreign governments on a case-by-case basis.

Country by country. In general, Freedom House concluded print media are free in 35 percent of the world's countries, while broadcast media are free in 23 percent.

Singled out for particularly strong criticism by IPI, Freedom House and the journalists' committee were Turkey, Paraguay and the Philippines, where journalists were jailed or fined, and newspapers closed or raided, by governments dominated by military forces.

Standards of press "freedom" vary. In Poland, the government's inability to silence the opposition press was one of the reasons Freedom House raised the status of Poland, along with South Africa and Yugoslavia, from a "not free" to "partially free" rating in 1983.

The government-banned Association of Polish Journalists has created a flourishing, though illegal, underground press, and a relatively independent, though licensed, Catholic press continues to publish in Poland, Freedom House noted.

The Committee to Protect Journalists, however, has expressed concern about the ultimate safety of underground journalists in Poland.

AP

Crowd surrounds coffin of journalist in Lima.

In South Africa, according to IPI estimates, 60 percent of daily and Sunday newspaper editors have been either "convicted or threatened with prosecution" for violating a wide range of laws limiting their freedom to report on such areas as defense, prisons and oil supplies.

Yet Chiel said the committee considers the South African press the "most outspoken in Africa," and the director of Freedom House's annual survey, Raymond D. Gastil, maintains there is still sufficient "aired controversy" to consider the country's media "partially free."

The slayings of the eight journalists a year ago in Uchuraccay, a remote area of Peru, was 1983's most dramatic challenge to press freedom.

A Peruvian government-appointed panel concluded that the journalists were mistaken by local villagers for members of a hostile terrorist group, but some questions about the killings linger.

The United States was criticized by IPI, IAPA and Freedom House for banning the press in the initial two days of the Grenada invasion and for initiatives by the Reagan administration aimed at limiting the scope of the Freedom of Information Act.

IPI's Galliner, in a strongly worded plea for more than the current "minimal" coverage of press freedom violations, called on "the media to lead the battle in the defense of freedom of expression."

IAPA President Horacio Aguirre, publisher and editor of Diario las Americas, a Spanish-language paper published in Miami, singled out state licensing of journalists as "one of the most serious threats against freedom of expression." □

STRIFE OVER

Oakland-San Francisco suit highlights

BY C. DAVID RAMBO
presstime staff writer

A suit filed by The Tribune of Oakland, Calif., against the two San Francisco dailies highlights a deep split within the newspaper business over rights to syndicated material.

The Tribune claims the San Francisco Chronicle and San Francisco Examiner violate antitrust law by holding territorial exclusivity in Alameda County for more than 115 syndicated features and columns. Oakland, across the bay from San Francisco, is in Alameda County.

The restriction "inhibits our ability to present a fully balanced editorial perspective to our readers," says Kate F. Coleman, marketing director of the 149,828-circulation Tribune, a morning paper.

By late January, the Chronicle and Examiner, partners in a joint operating agreement, had not formally responded to the suit, which was filed in late December in U.S. District Court, San Francisco. But Phelps Dewey, assistant to the publisher of the Chronicle, contends that the suit has no merit.

The Tribune did not file suit directly against the syndicates involved. Larry A. Frankel, the newspaper's general counsel and vice president of operations, explains: "It is our belief . . . that the syndicates would be very happy to sell us all the material we wanted" were it not for existing contracts they have with the San Francisco dailies.

Syndicates, which sell and distribute columns, comics and other features to newspapers, traditionally have sold territorial exclusivity—usually for a premium—to their biggest newspaper customers [presstime, Jan. 1982, p. 16]. In some cases, newspapers also hold exclusive rights for Sunday magazines and for material provided by supplemental news services.

"It is an honest and legal business practice that has been engaged in a good long while," says Robert Roy Metz, president/chief executive officer of United Feature Syndicate.

He also says, however, that the increasing numbers of Sunday newspapers and the growth in the suburban press have resulted in a trend toward much more limited regions of exclusivity and broader sales.

In the middle. Some syndicate officials feel they are stuck in the middle of the dispute. "We get caught in these firefights," says Metz. "We're not engaged in setting policies and practices in the newspaper industry." UFS does not make offers of exclusive publication rights, according to Metz, but does entertain a newspaper's request for those rights.

If exclusive rights are requested and purchased from United Features, the newspaper is required to pay the regular price plus another 50 percent in the area for which exclusivity will be granted, according to Metz.

The syndicate president also says there are dozens of examples in which a newspaper has acceded to a UFS request that exclusive publishing rights be given up because another publication in the region wanted a particular feature. "It does happen a lot," he says, and when it does, there is a price adjustment for the original client.

According to experts in the syndicate field, exclusivity rights generally follow guidelines set forth in a 1975 antitrust consent decree outlining geographic exclusivity boundaries allowed for syndicated features in the Boston market.

That decree was part of the settlement of an antitrust suit the Justice Department had filed against The Boston Globe and three syndicates. The government charged the newspaper and syndicates with restraining trade through unreasonably large, exclusive-publication territories.

Specifically, the decree says the Globe may exercise exclusivity rights over newspapers that meet three tests:

- That they have a weekday circulation of more than 11,750 copies
- That they publish in a county where the Globe's daily circulation is at least 5,000 copies
- That they publish in a county where the Globe's combined daily circulation equals at least 20 percent of the households in that county.

Although the decree is regarded as something of a guideline for industry conduct because there is no court precedent, observers say its three-part test does not necessarily apply in other geographic areas.

Also, some experts note that owners of copyrighted material have constitutional rights to that work product—including, perhaps, not selling it to certain parties.

In another case that went all the way to the U.S. Supreme Court, members of the Associated Press were told they could not block their competitors from joining the

"It is an honest and legal business practice that has been engaged in a good long while," says Robert Metz, president/chief executive officer of United Feature Syndicate.

SYNDICATES

the issue of territorial exclusivity

news cooperative. The Tribune suit rests partly on that 1945 decision.

Critics speak out. Many editors of newspapers that cannot buy desired features applaud the Tribune for raising the exclusivity issue in court.

One of them is William B. Ketter, editor of The Patriot Ledger in the Boston suburb of Quincy, Mass., who says that newspapers' asking for and then purchasing territorial exclusivity is "hyprocrisy and in fact a major sin for American journalism."

The newspaper business has "people going around the country saying we believe in the free flow of information under the First Amendment. Yet when you get right down to it, we do not believe in the free flow of information when it affects us competitively," Ketter says. Holding exclusive rights to syndicated material "shuts off the free flow of information."

The Massachusetts editor says syndicates should declare they will not sell anything exclusively. He concedes that syndicates are unlikely to do so, and "what this will get around to is a court determining that this is an antitrust practice."

Ketter says his newspaper has considered lawsuits over exclusivity rights held by The Boston Globe and The Boston Herald but has not gone forward with them because of the undoubtedly high legal expenses involved. The same holds true for many suburban newspapers in other markets across the country, he says.

Another critic of territorial exclusivity, Thomas B. Littlewood, says, "I can tell you that many editors have kind of a guilty conscience over the way that they're able to get away with these big territories."

Littlewood, a veteran newspaper journalist and now head of the Department of Journalism at the University of Illinois, adds that the question is "compounded by the fact that some of these big papers buy up features they never use just to keep them out of the hands of some of their smaller competitors."

Some editors, including Ketter, say there is nothing wrong with two newspapers in the same market running the same syndicated feature, like Peanuts.

Dewey of the Chronicle and other metro executives see plenty wrong with it, however.

"In a competitive situation," he says, "a feature which is in all of those (competing) papers is worthless." In the case of the Chronicle, which covers a vast region from Bakersfield to the south, the Oregon border to the north and the Nevada border to the east, "the only way we can attract readers out there is to make our paper different than the rest." Good, unique syndicated features help make that distinction, he says. "It would be hard to compete without those exclusive syndicated features."

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William A. Hilliard, executive editor of The Oregonian of Portland, also maintains that his newspaper is entitled to exclusive rights for features—especially when new ones are being tried. "We feel that we took the chance, paid a premium price and should have the exclusive rights," he says.

The Columbian of nearby Vancouver, Wash., a competitor of the Oregonian, is unable to buy features including Peanuts, Dear Abby or Ann Landers because of the Oregonian's hold on them, says Tom Koenninger, editor and vice president of The Columbian. "It's the reading public that's losing out," he adds. □

"When you get right down to it, we do not believe in the free flow of information when it affects us competitively," says William B. Ketter, *editor of* The Patriot Ledger, Quincy, Mass.

MANAGEMENT

Editors changing their tune

BY VIRGINIA TADIE

Editors have long avoided formalized personnel and training programs for their newsrooms. Instead, they have demanded autonomy and the freedom to manage as they see fit.

But the situation is changing. Not only are many editors now willing to become involved in personnel practices they formerly scorned, they are demanding help in the one area they guarded most jealously—managing their people [presstime, March 1981, p. 6].

As one editor puts it, the stereotype of the crusty old editor bellowing at the frightened young reporter is giving way, with the help of personnel specialists, to a more sophisticated management style.

"Editorial policy must remain in the newsroom, and editors must question anyone or anything that threatens to intrude," says Paul N. Pohlman, director of the University of Chicago's Management Institutes. But, he stresses, this does not mean that newsrooms must remain completely outside the organizational framework.

Tadie is former personnel relations associate in the ANPA Labor and Personnel Relations Department.

Robert J. Jendusa of the Austin (Texas) American-Statesman notes that in past years newsroom managers were continually fighting battles—with advertising over space, production over deadlines or management over budgets. Because of this, "editors did not feel a part of the organization's network," he says, "and therefore had not taken advantage of those things that other departments have to offer," including training programs and personnel-relations tools like performance appraisals.

Moreover, there has always been the fear that a personnel director will step in and attempt to take the management process out of the editor's hands. "Newspaper personnel practitioners have no desire to take over that process," says Patricia P. Renfroe, ANPA's manager/personnel relations. Their role should be that of "internal consultant," she notes, "to help make their (editors') management responsibilities easier."

Harry T. Whitin, director of employee relations for the Worcester (Mass.) Telegram and Gazette, and a former editorial staffer, believes the personnel director should even be part of the newsroom's hiring process, an area traditionally "off-limits" to personnel officers.

"Because editors have had reporting experience," Whitin says, "they assume that they can successfully conduct employment interviews. But the two are nothing alike. The personnel professional can help prevent a hiring mistake by bringing in the necessary interviewing skills."

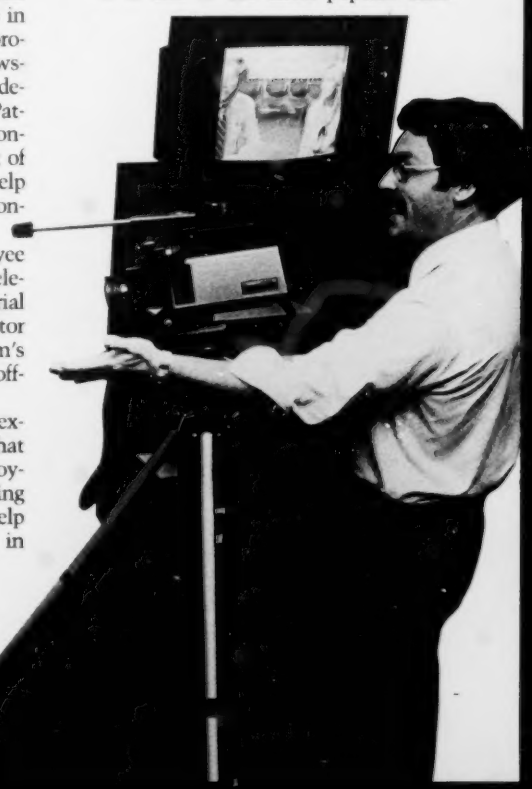
"The people managing the newsroom," the University of Chicago's Pohlman observes, "are professional journalists—reporters and writers who have spent the better part of their careers developing and using their journalistic skills. They are experts in their fields—skilled in developing story ideas, news judgment and editing—but they have spent little or no time developing managerial skills or looking at issues of organizational structure and development, hiring policies and similar concerns."

A number of studies show that editors themselves feel they lack managerial skills and knowledge.

Another indicator is attendance at Leadership in the Newsroom workshops conducted by Pohlman for ANPA, the American Society of Newspaper Editors and the Associated Press Managing Editors Association.

Stephen E. Palmedo, ANPA's manager/training services, reports that since the inception of the workshops in 1981, 200 editors have attended.

"It is one of our most popular offer-



Preparing for taped interview sessions at the Austin daily are (from left) Bruce, Kay Carpenter, Arnold Garcia and Jendusa.

ings," Palmedo notes. "Editors come to the workshop with all sorts of questions and problems, but most of them have one thing in common. At some point in their careers, they have been the victim of poor management."

Why is management in the newsroom changing? James S. Ciavaglia, associate editor of the Asbury Park (N.J.) Press, cites two principal reasons.

"First," he says, "attitudes have changed. We now have people in the business who are more attuned to financial rewards, fringe benefits, career goals and long-term planning. Managerially and administratively, more expertise is needed than ever before."

Second, in the last decade newspaper owners, especially of family-owned papers like his own, have become more aware of the need to control costs and generally to run an efficient operation, he says.

Whitin of Worcester agrees that the changing attitudes can, in part, be attributed to changing economics. "The need to tighten our belts," he says, "has led to an increased emphasis on productivity. And improving performance demands better management skills."

Jendusa, who developed the Austin paper's supervisory training program for the newsroom with the help of Managing Editor Jeff Bruce, agrees. Bruce and Jendusa later wrote an article about their joint endeavor and emphasized the growing awareness that newspapers are indeed businesses and are, or must be, profit-motivated. In it, they pointed out that "while most productivity gains in the past have been achieved through technological change . . . future productivity gains will have to come in better management and utilization of what we call our most important resource: people."

As the American-Statesman's director of training and development, Jendusa waited until the editors themselves decided they were in need of management-skills training before getting involved in the newsroom. "My approach to training is to wait until I am invited," says Jendusa, "and then to talk with the department about what we can do together to solve the problems they (managers) have identified."

Bruce and Jendusa found that the needs of newsroom managers closely coincided with those specified by other managers and supervisors at the paper. They also felt that exposure to other managers and their problems would be a good learning process for editors, so programs that included various department heads were designed.

About three-quarters of the newspaper's newsroom supervisors have participated in at least one management-training session so far.

Another managerial program was put together at the request of editorial departments of newspapers owned by Harte-Hanks Communications Inc.

Giles E. Padel, corporate director of training, surveyed editors to find out what their problems were and what training they felt they needed. "Issues like turnover and communication came up," says Padel, "but by far the number one issue was management development. Editors wanted answers to questions such as 'What is leadership all about?' 'How do I acquire the necessary skills such as effective delegation or constructive discipline?' "

Armed with the list of concerns, Padel developed a series of training segments. Newsroom staffers with good "people-skills" were asked to act as trainers. They were supplied with videotapes, written instructions, directions and support materials to conduct each segment of the program [presstime, April 1980, p. 32].

"We recently had 345 people go through the program," reports Padel, "and the evaluation forms showed 94.7-percent effectiveness. That was better than I had personally set out to do."

Whitin believes in the "bits and pieces" approach to managerial training. "Instead of wholesale changes," he says, "we start out with a basic program such as performance appraisals or interviewing skills." This way, managers have "one little look" and are interested in seeing more. "It's a more subtle way of changing management styles in the newsroom," he says, "and meets with much less resistance." □

Are daily papers losing favor with J-students?

Daily newspapers hired proportionately fewer new journalism graduates in 1983 than they did in 1982, according to the annual Dow Jones Newspaper Fund/Gallup placement survey. Nonetheless, dailies continued to hire more of them than any other media entity.

The survey polled 962 of the approximately 17,700 May/June 1983 journalism graduates and received responses from 572.

Dailies hired 9.4 percent of them, down from nearly 12 percent in the 1982 study [presstime, March 1983, p. 25]. Weeklies hired 4.8 percent of the 1983 respondents, up from 4 percent.

Other places where the graduates found work were wire services, 0.4 percent; freelance writer or photographer, 0.8 percent; radio stations, 6.1 percent; television stations, 5.8 percent; radio/TV combined, 0.2 percent; magazines, 1.9 percent; public relations, 5.9 percent; advertising, 5.4 percent; and public relations/advertising combined, 2.7 percent. Various other types of media-related jobs accounted for 6.7 percent, and non-media-related jobs accounted for 30 percent. In addition, 6.5 percent went on to graduate school or law school.

Of those who were unemployed, 11.8 percent said they were seeking media jobs while 1.2 percent said they were seeking non-media work. A small percentage, 0.4, were not looking for employment.

In a turnabout, 16.1 percent of responding minority graduates were hired by daily newspapers, compared to 10.3 percent in 1982. The percentage of responding minority graduates hired by television stations was 4.3, down from 17.2.

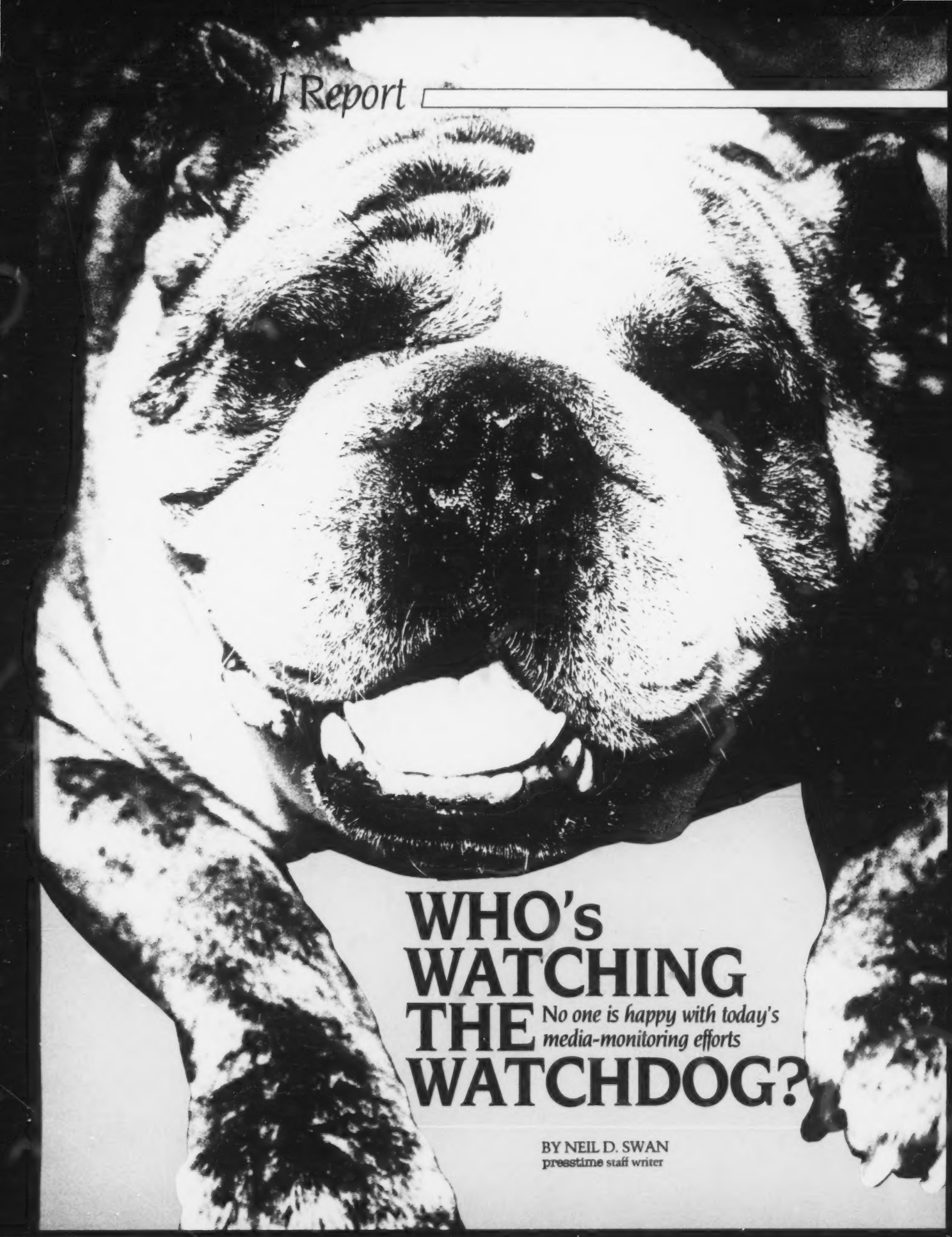
However, Newspaper Fund Executive Director Thomas E. Engleman advised against attaching too much significance to the year-to-year comparison of minority placement. The schools involved in the sample change each year, and the number of minority graduates responding is small, he explained. In the 1983 survey, 9.8 percent of the respondents were members of minority groups.

The median starting salary for 1983 graduates hired by daily newspapers was $215 a week, which is $5-a-week lower than in 1982. In broadcasting, the median starting salary also was $215, in advertising $245 and in public relations $255.

In a question added to the survey this year, the graduates were asked what ratio of journalism to liberal arts courses best prepares a student for a journalism career. That has long been a topic of debate in journalism-education circles.

Only 5.8 percent said they thought the 25/75 ratio of journalism to liberal arts recommended by the Accrediting Council on Education in Journalism and Mass Communications provides the right mix.

Ninety-one percent endorsed ratios with a higher proportion of journalism courses. The largest of that group, 33.7 percent, favored a 50/50 split. □



WHO's WATCHING THE WATCHDOG?

No one is happy with today's media-monitoring efforts

BY NEIL D. SWAN
presstime staff writer

Americans have long had a love-hate relationship with their press but, at last look at the scoreboard, hate seemed to be inching up. And, as a result of recent events, more and more people are asking: Who watches the media?

Who even *tries* to keep tabs on the news media, the least regulated of all American institutions?

Recent events underscore the fact that virtually everyone who reads publications, listens to radio or watches TV monitors the performance of newspapers, magazines and broadcasters. But the fact that there is no coordination, no formalization and no enforcement powers in America's many media-monitoring efforts may lead to public frustrations that could prove troublesome for the press, some observers feel.

So who's watching the watchdog of the public interest?

Everyone. And no one.

Everyone's watching, yes, but no one—in or out of the media—appears satisfied with the process.

Many publishers and editors, wire service executives and broadcast journalists admit they were stunned at the anti-media sentiment expressed in the public's reaction to the Grenada news blackout. Countless Americans expressed outright glee at the frustrations of the media.

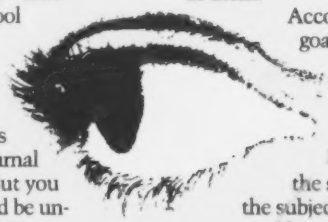
People in the press say they've heard it all before. The complaints against the media are, to many newspeople, hackneyed cliches. And many print journalists lay a large share of the blame on TV news, with its heavy emotional impact, its graphic view of sometimes-obnoxious reporters pestering people, and its dramatic intrusion into the viewer's home and family life. But to millions of Americans, these complaints are not trite cliches; they are the truth, as they gauge it as viewers, listeners and readers.

Grenada was simply the flash-point.

And when the smoke had cleared, public opinion polls showed that a large number of Americans supported the blackout.

Although many people opposed the blackout, too (see story, p. 34), Grenada left a widespread perception that the rift between the press and the people it seeks to serve was very deep, with ominous and serious implications. And it proved that—whether or not the media are aware of it on a day-to-day basis—millions of Americans are watching them, with intense, emotional interest.

"I sometimes think half the American population considers themselves media experts," says Ben H. Bagdikian, writer on media issues and professor at the Graduate School of Journalism at the University of California at Berkeley. "But most of them just don't have the standards for valid criticism of the media."



"Everybody's watching the media, but there is no coordination of the efforts or the criticism," says Norman E. Isaacs, former editor of The Courier-Journal in Louisville. "It's scattered and kind of anarchic. But you wouldn't want it to be unified, anyway. That would be un-American. I do think the press is in trouble, though."

"The public is monitoring the press, and that is important," says Charles B. Seib, a retired editor who, like Bagdikian, once served as ombudsman for The Washington Post. "People really care about their newspaper. It becomes a part of their lives when it comes into their homes every day. And they become upset when they feel their newspaper is letting them down. But that's a healthy situation."

"Everybody watches us," says Jean H. Otto, editorial page editor of Denver's Rocky Mountain News and chairman of the First Amendment Congress, a media group dedicated to defending freedom of the press. "Everybody who watches TV and who reads the paper has views on our performance. But too often those views are not based on actual knowledge. They may be a gut reaction."

"Public opinion is the watchdog of the American media," says New York Times media reporter Jonathan Friendly. "The readers know us. Somehow the word gets around, (and) impressions are formed on our credibility.

"Of course, constitutionally, we are not supposed to have a media 'monitor' in this country," Friendly continues. "A monitor implies some sort of power that can be imposed, and it's hard to imagine any institution imposing powers on our media other than through intellectual or economic means."

Within the limitations of the First Amendment, however, there are groups and institutions that have assumed the role of trying, at least, to watch and critique the American media. They include ad-hoc groups, permanent organizations, professors, specialized publications and the media themselves.

Citizen's Choice. The latest entry among watchdog watchers is the Citizen's Choice National Commission on Free and Responsible Media, an imposing panel which is holding public hearings in a half-dozen cities and which will issue a report this summer on its findings concerning the relationship between the media and various aspects of society [presstime, Jan. 1984, p. 43].

"We have proven to people that this is not a sham job," says Thomas J. Donohue, president of Citizen's Choice, a 75,000-member taxpayers' lobby affiliated with the U.S. Chamber of Commerce. "We have had strong witnesses, and we are getting a body of information that can be the basis for, perhaps, a series of monographs that would include our witnesses' testimony and, separately, our observations on the testimony."

Donohue says the commission's observations on the media will receive extensive distribution through the vast resources of the Chamber of Commerce.

So far, however, the nation's media have not shown a great deal of interest in the commission or in covering its hearings, although prominent representatives of the press are participating in them.

According to staff members, the commission's "basic goal is to channel discussion on the media's role in American society in a constructive direction. The commission is not interested in laws or regulations governing the press, nor does it want to tell the media how to conduct their business. Rather, it intends to provide a forum on the state of the media for some of the best thinkers on the subject today."

The commission will terminate after making its report.

National News Council. The organization most frequently cited as an active, self-assigned watchdog of the media is the National News Council. It was created in 1973 to investigate complaints about controversial publishing or broadcasting decisions, and to determine and publicly report on whether those decisions were proper and responsible.

The council is voluntary, with no power of enforcement over the media it watches.

"The National News Council is victimized by the fact that most editors and news directors are so opposed to it that they don't see any news in its findings, and they fail to report those findings," says former Louisville editor Isaacs, who headed the council for six years.

"Most newspapers don't bother to publish News Council findings, and most people outside the profession—and a great many inside it—don't even know it exists," observes Los Angeles Times media reporter David Shaw.

"The council has minimal impact, I'm afraid," says Hodding Carter, host of the Public Broadcasting program "Inside Story" that focuses on media issues. Carter, who was a member of the commission that called for the council's creation, adds, "The council has (been) semi-strangulated because the press is not overwhelming in covering it. The first knife stuck in the council was the refusal of The New York Times to cooperate."

In an effort to win greater acceptance and cooperation from the media, the News Council is in the process of being restructured.

The 18-member panel, composed of eight news professionals and 10 non-journalists, is being supplanted by a two-level governing structure: a board of perhaps seven trustees, composed primarily of non-journalist "public" members; and a council, composed of 11 to 13 members, primarily journalists. The trustees will focus on management and fund-raising matters. The council will review complaints independent of the trustees.

Membership of the new board of trustees and council is not expected to be announced before April.

The News Council's president and chief executive officer, Richard S. Salant, sees this "significant" restructuring as the key to making the council work as it was conceived 10 years ago by the sponsoring Twentieth Century Fund. "It's a response to my own feeling that the press would cooperate much more willingly if it felt it was being reviewed by its peers" instead of outsiders, no matter how respected and independent-minded those outsiders might be, he says. "We'll never get support from news people unless they feel it's their peers judging them."

"There is everywhere an increasingly angry disillusionment about the press, a growing sense of being baffled and misled, and wise publishers will not pooh-pooh these omens. . . . If publishers and authors themselves do not face the facts and attempt to deal with them, some day Congress, in a fit of temper, egged on by an outraged public opinion, will operate on the press with an ax."

Walter Lippman
***Liberty and the News*, 1920**

The council's annual budget, already expanded from $300,000 to $549,000, should be further increased to $750,000 "to get the job done," Salant believes. Plans call for a larger staff and the hiring of "academics and outside consultants" to assist in reviewing complaints in specific localities. Also planned is the preparation of "white papers" on common ethical questions, "but not an effort to set down rules," he says.

Yet even with these changes, the council may still find itself lacking widespread media support.

"Any outside organization that sets itself up as a watchdog of the media is immediately placed in a suspect status by those it is monitoring," explains Isaacs. "The National News Council is looked on with disfavor because it is seen by editors as too independent and because, if it works, its role could be taken over by the government."

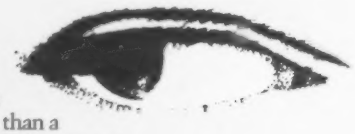
In Canada, the news council concept is more firmly established, due largely to the specter of government action. The Trudeau government in 1983 proposed, but recently dropped, the idea of controlling mergers in the newspaper industry through legislation. However, there is still interest in a legislative approach to starting a national press council to deal with complaints about newspapers.

Meanwhile, Canada's voluntary, provincial press councils—which have proliferated in the last couple of years in an effort to head off the possibility of government action—are working to arrange a federation, either formally or informally.

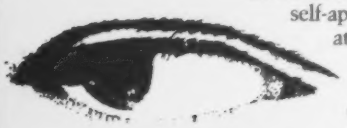
At a meeting in October of representatives of the existing six press councils—including journalists, academics and politicians—it was charged that the voluntary councils are controlled by newspaper publishers and therefore may not fully serve the public's needs in responding to complaints. But supporters of the

Special Report photos by Alan Tepper.

councils and of the effort to form a federation say voluntary press councils are nevertheless more desirable than a federally appointed and controlled council.



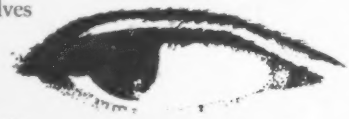
Special interests. While news councils get some attention within the news business in North America, few self-appointed watchdogs of the media attract more attention from the public than Accuracy in Media, a politically conservative group.



Many editors express hostility toward Washington, D.C.-based AIM and its outspoken chairman, Reed Irvine. But the group is sometimes cited as a media watchdog with at least some effectiveness, perhaps because AIM is unique in its status. AIM's conservative political leaning is no secret, and it differs from other interest groups in having a continuing, regularly scheduled voice in scrutinizing actions of the nation's print and broadcast media.

"I think AIM has some impact, and I think its activities are not a bad thing for the press," says Richard Reeves, syndicated columnist and author of the 1982 book *American Journey: Traveling With Toqueville in Search of Democracy in America.*

Some other observers disagree. "The AIM people take themselves so seriously," says Daniel Machalaba, until recently the media reporter of The Wall Street Journal. "They don't realize they lose credibility by nit-picking and harping on small points in their criticism."



Comments former Washington Post ombudsman Seib: "Reed Irvine is bright, and he works hard at what he does. Sometimes he's effective in spite of himself, but when he does latch onto a legitimate point in his criticism of the press, he tends to distort it."

AIM's criticisms are termed "pernicious" by author-professor Bagdikian, who adds that its "accusations are frequently not a good representation of the facts."

Organizations representing the interests of women, blacks, ethnic groups, Jews, the "Moral Majority" and others also critique the media. But they do so sporadically and largely on matters affecting their limited areas of special interest. Also, their criticism tends to be overwhelmingly focused on TV reporting, not published material.

"I guess we are pretty much alone out there," says AIM's Irvine. "There's room for a lot more of what we do because the media are too big. I don't feel we are doing all that much to keep up with the big media."

According to Irvine, AIM operates on an annual budget of $1.5 million, including donations of about $100,000 a year from the Scaife Family Charitable Trust and $75,000 a year from the Shelby Cullom Davis Foundation. Some 30,000 Americans pay $15 or more a year to subscribe to the AIM Report, a twice-monthly newsletter which recently stated that the "knock-America media seem not to understand what . . . hit them" after they "tried to stir up a little public hostility to the government by denouncing the military ban on reporters covering the troops" in Grenada.

AIM also produces a "Media Monitor" radio program that is carried as a public service message by about 65 stations, and a weekly column that is made available to and is published by about 100 newspapers, the largest of which is The Detroit News.

Also standing pretty much unique and alone but highly visible as a self-appointed media monitor is the Mobil Corp., which regularly critiques the media in newspaper ads and elsewhere.

"Herb Schmertz [Mobil's vice president for public affairs] is very talented, and he knows how to present an argument forcefully," says New York Times media reporter Friendly. "Does he convince people? No more so than an editorial. But he does focus public attention on the issues he selects.

"The Mobil ads certainly are timely, but I don't see anyone else [in the corporate world] joining Mobil in what they're trying to do," Friendly adds.

"The [Mobil] ads may have the effect of making the press more careful in what it does," says Isaacs, "but I wish the thrust of the ads was not so antagonistic."

Academia, reviews, others. At perhaps the other end of the spectrum from skyscraper scrutiny of the media is the criticism emanating from the halls of ivy—journalism schools and their professors, candidates for advanced degrees and their research efforts, scholars, authors and others. The impact of this academic oversight is limited, however, according to most observers.

"There's so little traffic between academics and working journalists," says Seib. "Sometimes I see good material turned up in journalism reviews which gets very little attention in the real world."

"I wish I felt they [journalism reviews] had a more important role, but I just don't see it," says columnist Reeves.

"The journalism reviews tend to go to people in the journalism schools," notes media reporter Friendly. "The J-schools may take on a local TV station or newspaper for some valid, thoughtful criticism. But I have trouble finding academics who have good sources for criticizing the press in general, not just some limited local example."

A New York colleague has a different view. "I turn to academics and journalism reviews and find them helpful and insightful," says Machalaba of The Wall Street Journal, who has just moved to another beat on the paper.

Over the years, journalism reviews have come [Washington Journalism Review] and gone [MORE], but only a few have stayed for any length of time [Columbia Journalism Review].

Dr. Richard A. Schwarzlose, professor at the Medill School of Journalism at Northwestern University, feels J-schools and journalism reviews have lost influence in the last few years because "we seem to have crawled more comfortably into the industry's lap."

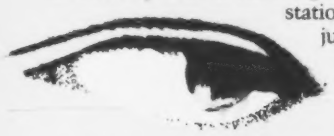
Journalism schools should be a major influence in media-watching, he says, but faculties—confronted with large enrollments, decreasing resources and increasing workloads—"get burned out in class." Many of the journalism reviews were established in the late 1960s and early '70s when "journalism education was not ready to rise to the occasion" and, as a result, many of the reviews "got a bad rap early on when they seemed to be the province of radicals," says Schwarzlose.

Although there may be little widespread reading of scholarly reviews, the public does avidly read and learn about the media from such best-selling books as David Halberstam's *The Powers That Be*, Gay Talese's *The Kingdom and the Glory*, Barbara

Matusou's *The Evening Stars* and Ben Bagdikian's *The Media Monopoly*.

"The books show that people like to know how we in the media operate, as long as it's presented in an interesting fashion. But then, that often turns the spotlight away from more serious questions like ethics," notes Friendly.

Still another outlet for limited, largely locally focused media criticism is the non-establishment press—including some remnants of what was once called the "underground" press. Some of these, like the Village Voice, now plump with advertising, might not fit everyone's idea of non-establishment, but many obviously relish the opportunity to critique the news operations of the big dailies and the TV stations in their cities. "They're always jumping up and down and screaming about 'The Story You Didn't Read in the Daily Newspaper Because It Was Surpressed,'" notes Friendly.



There are those who cite the courts as another institution monitoring, or restraining to some extent, the activities of the media.

"Libel cases, or the threat of them, obviously have a monitoring effect on the press," says Friendly. "But most people in the media can live with the situation. It's only the really bad cases that get punished."

Of course, the First Amendment being what it is, courts, judges and juries do not actively seek a media-watchdog role. Except for occasional actions by prosecutors, courts enter the picture only in response to petitions from the public. But it's also instructive for the press to bear in mind that the public's representatives in the courtroom—the jurors—are the ones who are handing down the huge libel judgments against the press.

Self-assessment. Most Americans' awareness of media monitoring probably comes from the media themselves. In various ways, from ombudsmen to "media" columns, some news organizations look critically at what they do.

There are many who feel, however, that the various elements of the press and their professional societies should do a great deal more in examining their activities and those of other publications, broadcast stations or networks.

Television, despite its pervasiveness in today's society and the amount of broadcast time it devotes to news and public affairs, is especially lacking in media reporting and criticism. Compared with the enormous amount of space the print media now devote to reporting on and criticizing television, TV coverage of any media is miniscule.

"I'm surprised that TV doesn't do more in this area," notes Carter of PBS, a one-time Mississippi newspaper editor. "I guess it's partly a 'Why rock the boat?' attitude and partly a recognition that media criticism is not exactly a mass audience grabber compared to a lot of other things TV does. And local TV is simply not in a position to take on the print media. It doesn't have the space, and there is just not all that much substance to local TV news. Besides, they (local TV stations) depend on the print media for reviews."

Bagdikian agrees: "Local TV is rather simple-minded. It would be hard to argue its importance as an American institution."

Some of the greatest attention TV has focused on the media recently has been from six shows, two on CBS and four on PBS, produced by Stuart Sucherman, Columbia University communications professor, lawyer and writer, and Fred W. Friendly, also a Columbia professor and former president of CBS News.

The shows were videotapes of Media and Society Seminars produced by the Columbia University Graduate School of Journalism, with Columbia professors serving as moderators and guiding dialogue on hypothetical questions about the print and broadcast media. The seminars involve a large panel of press luminaries—network news anchors and producers, news executives, newspaper editors and publishers—plus First Amendment lawyers and judges.

AIM's Irvine finds the seminars' courtroom-like, cross-examination format an "interesting approach, but (they) deal with hypothetical situations rather than the real world."

Although CBS has broadcast two of the seminars, the biggest complaints have been the devastating scheduling of the shows in what were among the worst possible viewing times.

Irvine points to ABC's "Viewpoint" series as a notable exception in effective self-criticism by network television. "The network puts its stars out there subject to some serious criticism." For example, when the Kaiser Aluminum Co. was unhappy about coverage of it on an ABC "20/20" segment, ABC scheduled an appearance by the reporter involved, Geraldo Rivera. "'Nightline's' Ted Koppel did some serious questioning of Rivera, and as a result Kaiser was quite pleased it got its day in court," says Irvine.

George Watson, ABC News vice president in charge of the "Viewpoint" series, says he does not consider himself an "ombudsman" or "viewers' advocate," but it is his role to "ride herd on policies of good journalism" at ABC.

CBS News instituted a similar executive-review system after retired Army Gen. William Westmoreland filed a $120-million libel suit against the network. The suit is pending.

A few local TV news operations have tried media-monitoring activities, notably WHAS-TV in Louisville, where former newspaper ombudsman Bob Schulman began in 1981 to serve as media critic. But by and large, local TV avoids critiquing other

local media, other than what PBS's Carter terms infrequent "nose-tweaking" by a TV station of the local newspaper for supposed errors or irregularities.

While it's true that ombudsmen are much more prevalent at newspapers than at TV news departments, it's equally true that only a small number of newspapers have such a "readers' advocate" to respond to complaints, look out for readers' rights, and monitor and critique the news operation.

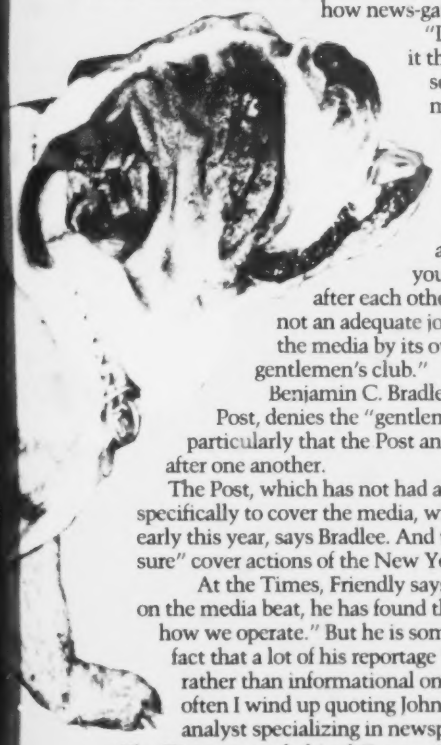
The ombudsman concept is the news media's greatest commitment to self-examination. Its perception by readers as a genuine effort to provide quality news coverage while protecting average people from media abuse—intentional or accidental—is a tremendous source of credibility and respectability for those newspapers embracing the concept.

But the fact is, there just aren't very many papers willing to spend the time and effort to subject themselves to internally generated but publicly disseminated criticism [presstime, July, 1983, p. 44]. A recent survey showed only 32 ombudsmen serving 39 North American newspapers, meaning only one daily newspaper in 50 has a readers' advocate.

Shaw of the Los Angeles Times says too many editors dismiss suggestions they hire a readers' advocate with this attitude: "Any editor who can't make value judgments on his own—and make them correctly—is in the wrong job."

Some newspapers with ombudsmen, and some without, have reporters who cover the media as a beat. Examples include Shaw, Friendly of The New York Times, Machalaba of The Wall Street Journal and Tom Collins of Newsday. They believe more are needed.

"I wish more newspapers would hire somebody to do what I do," says Shaw. "We (the media) are such a powerful institution. We need desperately to focus more upon ourselves—to explain how news-gathering works."



"Inside Story's" Carter puts it this way: "I would like to see the day when we (in the media) treat each other the way we treat any other institution. The (New York) Times and The (Washington) Post will not hesitate to go after any other institution. But you don't see them going after each other that way. There's just not an adequate job of public monitoring of the media by its own elements. It's a gentlemen's club."

Benjamin C. Bradlee, executive editor of the Post, denies the "gentlemen's club" notion—particularly that the Post and the Times decline to go after one another.

The Post, which has not had a reporter assigned specifically to cover the media, will remedy that situation early this year, says Bradlee. And that reporter will "damn sure" cover actions of the New York Times, he asserts.

At the Times, Friendly says that in his several years on the media beat, he has found that "people like to know how we operate." But he is somewhat bothered by the fact that a lot of his reportage "has economic roots rather than informational ones. . . . I'm amazed at how often I wind up quoting John Morton," a securities analyst specializing in newspaper properties.

The Times recently hired Greeneville, Tenn., newspaper editor Alex S. Jones to cover the media for its business section.

Among the "must" reading for media reporters and ombudsmen alike are newspapers' letters-to-the-editor columns, where people disenchanted with media performance often vent their frustrations.

However, because of the heavy volume of letters and limited space in many metropolitan papers, not all letters make it into print. And those that do usually are edited. This can disappoint and further embitter readers.

At smaller newspapers, the problem is less severe. For example, the Bluefield (W. Va.) Daily Telegraph prints 95 percent of all signed letters it receives, according to Executive Editor Richard Wesley. "We run a full page of letters every Sunday, and it is very popular," he reports.

Also serving the function of providing readers' views, or reactions to them, are newspapers' corrections and apologies columns.

"People like to read corrections—they look for them—and they are a valuable means of maintaining credibility," comments Friendly.

Shaw of Los Angeles quotes research showing that about three-fourths of dailies over 100,000 circulation now run correction notices, up from only one-fourth 10 years ago. And he points out that papers are not just running more corrections, they are printing them in more prominent locations, often in a space regularly reserved for that purpose.

Owning up to mistakes is one way the media can help to overcome an image of arrogance and isolation. Taking additional steps to relate to readers, such as holding question-and-answer sessions with citizens and upholding standards of professional conduct, also can help.

"The media are not perceived by the public as 'friends' anymore," observes Shaw. "Most media people move in totally different circles than their readers or viewers. As a result, reporters and editors may not even be exposed to media criticism that is rampant right in their own backyard."

As for standards of conduct, a fair number of newspapers have adopted codes of ethics, as have professional organizations including the American Society of Newspaper Editors, the Associated Press Managing Editors Association and the Society of Professional Journalists, Sigma Delta Chi.

Most editors say they enforce their codes, but there is a reluctance to rely on them as hard-and-fast rules of the trade. It is feared that aggrieved parties could use written rules against the press in lawsuits or other action that could lead to government controls. Some editors have avoided codes because of this concern.

In another form of self-monitoring, industry groups like ASNE and APME are continually examining newspapers' editorial products.

"The main watchdog of the press, I suspect—and they don't get a great deal of attention—is the APME," says former editor Isaacs. The association conducts continuing studies and involves hundreds of editors in its committee work. "In the past 15 or 20 years, the APME has done a great deal to broaden and enhance the performance of the press," he says.

Bagdikian of Berkeley agrees and also notes that ASNE does

Related stories

- **Journalism students ponder public's disfavor, p. 19**
- **Codes of ethics get renewed emphasis, p. 20**
- **Essay on the realities of "media power," p. 24**

an extensive but unheralded "periodic assessment" of the press that is "reliable and careful."

The Times' Friendly calls The Bulletin of ASNE one of the more laudable "internal things" being done to critique newspapers' performance by drawing attention of senior editors to common issues.

More monitoring? But is all of this monitoring by people both inside and outside the news business enough? Where is it leading?

Some journalists say that without adequate monitoring, the stage could be set for eventual governmental intervention. "There's a definite tendency around the world toward restricting the press," says media critic Collins of Newsday. "The movement here under Ronald Reagan is troublesome.

"I don't see a law being passed (limiting press freedoms), but it could start with an executive order," he said. "That's the way freedom in general is lost, little by little over a period of time."

Wesley of the 27,805-circulation Bluefield Daily Telegraph says that while future government intervention into media activities is a "possibility," of more pressing concern, he feels, is the "loss of credibility" in media grown remote from the public. "To a large extent, that loss of credibility has already happened to the networks," he says.

For this reason, some smaller news organizations like his believe it is prudent to distance themselves from the major media and their perceived evils.

"We're always editorializing about the left-wing, Eastern bias of the mass media," says Wesley. "Our readers certainly don't think of us in the same category as the network news."

Some other smaller dailies, while not editorializing against the major media, distinctly feel and cherish the hometown support granted them by their readers.

"They do see us in a different light than the national media," says James D. Ewing, publisher of the Keene (N.H.) Sentinel (evening, circulation 13,740). "It's a personal relationship, a feeling of intimacy."

And from one corner of academia, concern has even given rise to a challenge in the form of a "heresy." William R. Lindley, a one-time newspaper editor who is now professor of journalism at Idaho State University, says one way for the press to improve its standing with the public is to expand upon the concept of an ethical code—perhaps by adopting some form of certification for professional journalists.

"Professionalism means recognized standards and the disciplining of unethical conduct," he says. "Licensing is foreign to our tradition; its ready abuse by authoritarian governments makes it clearly unacceptable.

"But what about a national ANPA/ASNE exam, done by experts, leading to a certificate which optionally could be used as part of the hiring process, the certificate subject to suspension for unethical conduct?

"If the idea sounds heretical," he says, "let a (media) task force which can read public opinion as well as Ronald Reagan come up with something better. . . ."

Something better, in the view of SPJ,SDX, is to concentrate its efforts on the public rather than on the press. Disturbed by opinion polls showing that many Americans do not see how a free press is important to them personally, SPJ,SDX is planning an ambitious advertising and education campaign to convince citizens that any effort to place outside controls or limitations on the press is a definite threat to their individual rights.

"The theme will be, 'The watchdog may bark at the burglar but occasionally bite the postman by mistake. But if you put too many restrictions on the watchdog, you don't have any watchdog at all," says R.T. Kingman, chairman of the society's Watchdog Project. The group is seeking the assistance of the influential and powerful Advertising Council in spreading its message, due to peak in 1987, the bicentennial of the Constitution.

So, who's watching the media?

Everyone . . . and no one.

But are the media being *adequately* monitored?

Yes, says Bradlee of The Washington Post: "I can't think of another institution that examines itself with anywhere near the thoroughness we do. Where's the ombudsman in medicine or in business?"

No, says Northwestern's Schwarzlose: "We have new-found power and we don't know yet how to handle it. We have not yet found the proper monitoring mechanism. I'd hate to see it be the courts. . . ."

"In the last analysis, it comes down to the publishers, the owners and the directing editors," says Isaacs. "If we want a commitment to quality, that's where it'll come from."

'Shoe' **By Jeff MacNelly**

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Even in journalism school, they're aware of public's disfavor

BY ERIC FREEDMAN

Journalists and journalism are under fire, and the complaints over press protests about being barred from the Grenada landing are only the latest manifestation of public dissatisfaction with us.

In November, in the aftermath of the Grenada press ban, I spent three weeks as journalist-in-residence at Colorado State University in Fort Collins. The program, sponsored by the university and the Gannett Foundation, brings working newspeople onto campus to teach and to advise journalism students.

I found it reassuring to see how sensitive these aspiring journalists were to public complaints about the media. There was concern—not complacency—about the need to restore public awareness of the press' role in a democratic society. At the same time, the students recognized that we cannot sell out our professional integrity and standards to win public approval—that our jobs require telling the "bad" news as well as the good.

In classes and seminars, the questions students repeatedly asked reflected that awareness.

Consider their concerns about personal privacy. Do we overreport on the private lives of public figures and their relatives? What about the private lives people thrust into the public light because of litigation or public records?

These are not hypothetical or abstract questions; they address situations journalists face daily. For example, in several classes we discussed a story I wrote last year about a lawsuit between a State University of New York music professor and the producer of William F. Buckley's "Firing Line" TV show. The professor is an internationally acclaimed composer, and the producer is known for a critically acclaimed feature film he once made.

The litigation followed the breakup of the men's 25-year personal and professional relationship and involved competing claims over money and property. Before the article was published, we at the newspaper discussed the very issue raised by the students: Were we intruding into an area where the public had no right to go?

We decided to go ahead with the story, which was based primarily on court records. The reason: The dispute involved two public figures and also raised a serious public-policy question because of an allegation—raised in court papers—that the professor had, in effect, "bought" his academic position through a $10,000 contribution from the producer to the university.

My follow-up story focused on that policy matter: how area colleges deal with donations that underwrite faculty salaries.

On a related topic, students asked how we should cover personal events, especially tragedies.

They were particularly concerned about the practices of broadcast reporters and how those practices reflect on the journalism profession: Do reporters insensitively thrust microphones, cameras and notebooks into the faces of bereaved parents whose teenage son, a high school football star, died hours earlier in a drunken-driving accident? Do we exploit emotionally vulnerable families as they watch fire destroy their homes and possessions? How do we go to the mother of a drowned baby and ask to borrow a photo of the dead child? How do we ask classmates about their friend who has been arrested for selling drugs or robbing a liquor store, or who just committed suicide or murder? In our coverage of sex crimes, when do we report the names of victims, and when do we withhold identities from our readers and viewers? Do the names of juvenile offenders belong in the newspaper, and why?

I was asked frequently about the ways we use, or misuse, sources: Do we too readily give anonymity to people with an ax to grind? Do we shy away from pressing our sources as to what they or their organization stand to gain if we publish an article at their prompting, and as to what their competitors or opponents stand to lose? Are we lazy interviewers who prefer to take the easy path by attributing statements to "sources close to the administration" or to "a key adviser to the President?" Are we co-conspirators in a charade by the powerful to mislead or to propagandize? Does the "Deep Throat" mystique blind us to the importance of research and documentation?

Many students asked about how to achieve balanced coverage: Reporters and editors are human. We have personal opinions about candidates, issues and public events. We have religious, political and ethical values. We have friends and neighbors in the communities we report on. We work for publications that depend on advertising dollars to survive.

How, then, do we avoid slanting our reporting? Do we soft-pedal negative stories about our regular sources, friends, local non-profit groups, or those who hold powerful positions in business, government or community affairs? Does the editorial-page position on an issue affect the way we cover the news?

What should we do to ensure fairness, especially when one side in a controversy is less articulate, or more difficult to locate, or nervous about the press, or advised by attorneys to make no public statement?

In one class I attended, a striking Continental Airlines pilot discussed his perception that most initial coverage of his union's walkout was pro-management. He conceded that the union wasn't as prepared as the company with statistics and official explanations and that the strikers were not as comfortable talking to reporters as Continental executives and corporate public relations specialists. But, the pilot asserted, it should have been the duty of reporters to overcome such operational obstacles and to present a balanced account in the pages of their newspapers and in their evening broadcasts.

Questions such as these have no easy answers. But these students have reached one milestone in their preparation for journalism careers: They are aware that these sensitive questions exist and that they're not mere textbook semantics. They know that whatever solutions they develop will reflect on their credibility as individual professionals, on their newspapers and on the press as a key institution in our society. □

Freedman is a reporter in the Capitol Bureau of The Knickerbocker News in Albany, N.Y., where he covers state government and politics.

Codes of ETHICS

Despite lingering disdain, more newspapers use them as a guide for resolving questions of conduct

BY C. DAVID RAMBO
presstime staff writer

The resolve of numerous newspapers in the late 1960s and 1970s to adopt ethics codes continues into the mid-1980s. In fact, some observers say there is heightened interest nowadays in strengthening newspaper credibility through written codes of professional conduct.

One indicator of interest is a 1983 survey that found nearly three-fourths of 902 responding newspapers and broadcast stations had stated policies for editorial staff members regarding outside work and acceptance of gifts.

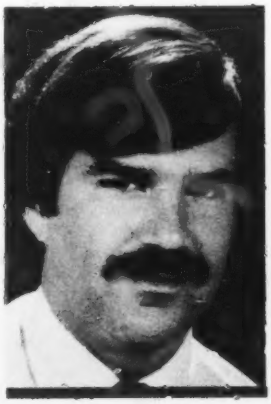
The survey was conducted by journalism professor Ralph S. Izard for the Society of Professional Journalists, Sigma Delta Chi. A 1974 survey by the Associated Press Managing Editors Association had found that about 9 percent of responding members had such policies.

It was in the mid-'70s that attention to ethics codes picked up speed. The APME adopted its first code in 1975. Also that year, the American Society of Newspaper Editors adopted "A Statement of Principles" [presstime, Feb. 1981, p. 4]. SPJ,SDX in 1973 updated its code, originally adopted in 1926. (ANPA has no code. The Association leaves the question of whether to adopt one up to member newspapers.)

"It looks like there very definitely is a trend to protect credibility, and one of the best ways to do that is to set up a code of ethics," says Earl R. Maucker, managing editor of the Fort Lauderdale (Fla.) News and Sun-Sentinel. "It's not so much what the writer might do as much as what the readers think he might do."

The study for SPJ,SDX also showed there is an "apparent move toward consensus" on the question of gifts and free travel, according to Izard, chairman of the graduate program of the E.W. Scripps School of Journalism at Ohio University. The view of most editors seems to be that journalists should not accept such favors—once considered by some newspapers as permissible perks for their employees.

"Most of the economic kinds of questions, the 'freebies' kind of questions, have been resolved over the last decade," adds Steven R. Dornfeld, Washington correspondent of Knight-Ridder Newspapers Inc. and immediate past president of SPJ, SDX. "The new battleground in ethics has to do with how we gather the news" and questions of possible conflicts of interest in such areas as outside activities.



Earl R. Maucker

Ralph L. Millett Jr.

Addressing head-on the possibility that outside income might constitute a conflict of interest, the Chicago Tribune last year established a policy requiring all professional employees, including reporters, to file annual financial disclosure statements. And Charles W. Bailey, former editor of the Minneapolis Star and Tribune, just completed a study for the National News Council on the issue of outside activities of reporters, editors, and owners of newspapers and broadcast stations. The study is scheduled to be released April 1.

In a recent case highlighting the outside-activity situation, a reporter for The Knoxville (Tenn.) News-Sentinel was fired for insubordination after refusing to give up her elected position of school board member in Alcoa, Tenn. Arbitration proceedings are pending in the case [presstime, July 1983, p. 51].

News-Sentinel Editor Ralph L. Millett Jr. says the reporter violated the newspaper's code of ethics that restricts news employees' involvement in politics because such activity constitutes an actual conflict of interest or at least the perception of a conflict. He says the newspaper follows Scripps-Howard Newspapers' rules for "Principles and Practices," adopted in 1963.

Lots of arbitrations. The Knoxville situation is but the latest in a series of cases that have gone to arbitration because of questions about the propriety of editorial employees engaging in certain outside activities. The decisions have come down on all sides of the issue.

For example, arbitrators have held in recent months that:

- A newspaper improperly directed an editorial employee to withdraw as a candidate for a seat on a water commission board.
- A reporter was properly given a disciplinary suspension for writing a free-lance story that appeared in another publication.
- An editorial employee was required to obtain advance permission from the publisher before working as media director for a county fair.

• A photographer either had to divest himself of his interest in a local fashion magazine or resign from the newspaper.

• A newspaper properly refused to allow a photographer to work on his own time as a photographer for a baseball team.

In addition, a U.S. District Court judge has ordered The Seattle Times and The Newspaper Guild to arbitrate a dispute over when to resolve differences over the newspaper's code of ethics.

The ANPA Labor and Personnel Relations Department reports that of 115 labor agreements with the Guild, 66 have a provision requiring employer permission for outside work, 87 prohibit working for a directly competitive enterprise, 81 state that employees may not engage in outside work or activity which embarrasses or exploits their position with the company, and 10 prohibit working as a paid representative in public relations for any political group or candidate without the consent of the publisher.

Among the newspapers that have codes of ethics prohibiting involvement in outside activities that could cause a conflict of interest, or the appearance of such conflict, are The Daily Camera of Boulder, Colo., The Courier-Journal and The Louisville Times, The Washington Post, The Florida Times-Union and Jacksonville Journal, and all dailies in the Scripps-Howard group.

A related issue is the activity of journalists' spouses. Last March, Elaine Bowers, wife of Michael R. Fancher, managing editor of The Seattle Times, was named press secretary to Seattle Mayor Charles Royer. The Times said that to avoid a conflict of interest, Fancher would be transferred out of the newsroom. According to the Times' code of ethics, employees may not make editorial decisions about people they are related to "by blood or marriage."

Bowers gave up her job to enable her husband to keep his.

These kinds of issues may not be resolved as easily as the more-common question of accepting a free plane ride, however. "I think we're expecting a lot to try and control somebody's spouse," says James F. McDaniel, managing editor of The Commercial Appeal in Memphis. "It bothers me that we would try to control that."

Controversial still. In fact, it still bothers a lot of editors that newspapers set in print any kind of standards for newsroom personnel. They say written guidelines could backfire if a judge or jury ever decided to use them as standards on which to measure a newspaper's actions, or if there were efforts on the part of the government to make enforcement of codes mandatory.

That is exactly what happened in March 1981, when a Washington state Superior Court judge ordered reporters to abide by "voluntary" bench-bar-press guidelines as a condition of attending a criminal pretrial hearing. Numerous press groups including ANPA appealed Judge Byron L. Swedberg's order to the U.S. Supreme Court, but the court would not hear the case [presstime, June 1982, p. 12].

Individual newspapers' ethics codes so far have been cited in only a few cases by plaintiffs suing the press, media lawyers say. But the codes have not been a deciding factor in any case to date.

In another context, the SPJ,SDX code has been used if not against the press then at least in a scolding of the press. Mobil Corp. said in a November 1982 advertisement appearing in The New York Times that the media "should adopt and enforce a Code of Ethics. In this regard, we recently became aware that The Society of Professional Journalists, Sigma Delta Chi, has long had an excellent Code of Ethics. It is clear that enforcement has been lacking."

Mobil said, "We hope that after reading [the SPJ,SDX code], you will agree it is a code journalists should follow and media organizations should enforce, and that you will make your views known to them."

"Any time you set up a code you do furnish the possible opposition with ammunition," observes professor John L. Hulteng, who teaches journalistic ethics at Stanford University and who in 1981 prepared an ASNE guidebook on ethics. That threat of a possible backfire effect "has restrained some editors" from adopting written codes, he adds.

One such editor is John K. Murphy of the Portland [Maine] Press Herald. "We're very conscious of the dangers of committing a lot of things to writing," and it is one reason the paper does not have a code, he reports.

The Press Herald does have a "newsroom policy manual," which Murphy says is nowhere near as formal as an ethics code. The paper also plans to begin conducting staff discussions of ethical issues based on videotapes of Media and Society Seminars purchased from the Columbia University Graduate School of Journalism.

Sue Reisinger, managing editor of The Miami News, says the possibility of having written guidelines being turned against the paper is one reason the News has not adopted a code of ethics. She says the do's and don'ts of conduct and the reasons behind them "are things that you develop with your staff as you go along."

But as the public's concern over the performance of the press continues to grow, more and more newspapers are abandoning such informal approaches toward getting or keeping their houses in order. Call them codes, guidelines or rules, they're on the rise in the newspaper business. □

'Drawing the Line'

Thirty-one newspaper editors describe the toughest ethical decisions they ever had to make in a new book to be released April 1 called *Drawing the Line*.

The book is being published by the American Society of Newspaper Editors Ethics Committee, ASNE Foundation and The Poynter Institute for Media Studies in St. Petersburg. It is edited by Frank W. McCulloch, executive editor of McClatchy Newspapers.

Copies are $4.95 each. To order, contact ASNE Foundation, The Newspaper Center, P.O. Box 17004, Washington, D.C. 20041.

ENTER OPTICAL DISKS

New technologies will expand capacity of data-base storage

BY PAUL KRUGLINSKI
presstime technical writer

Toward the end of 1983, several American and Japanese firms began marketing new optical disk storage systems that could increase the size of data bases, such as newspaper libraries, and that could expand the capabilities of electronic publishers. In addition, an offshoot of this new technology plus the development of a new magnetic technology could solve storage problems for newspaper pagination systems in the not-too-distant future.

Optical disk storage, or ODS, is an outgrowth of laser technology. Essentially, a laser is used in placing data on a hard disk and then in scanning, or "reading," that data at some future point. Optical technology has already broken into the audio-recording and videodisk industries, with the optical disk being used for storage of audio and video impulses.

The main advantage of holding data optically is increased storage capability. Some of the disks that are just now being marketed hold as much as four billion bytes (four gigabytes) of data.

There are cost advantages, too. Judson "Skip" Lightsey, optical product manager of Storage Technology Corp., says the technology costs about $40 per gigabyte of disk storage. This makes ODS the least expensive among the high-density storage technologies.

Edward S. Rothchild, publisher of Optical Memory Newsletter, notes that the technology is coming into practical application later than many people expected.

One of the problems that has hindered the adaptation of the technology in the newspaper business is the inability to change the data stored on the optical disk. The so-called "write once" disks are suitable for never-changing material like audio recordings and motion pictures, but they are not practical for holding the constantly changing information associated with newspaper publishing.

However, according to Kathleen Criner, ANPA director/telecommunications affairs, ODS technology probably will have important application for storing video data, in some videotex operations and for archival purposes, where information is retained in perpetuity.

Similarly, Criner says the permanence afforded by ODS storage will be applicable to newspapers with electronic libraries, because the disks can forever hold both text and digitized photographs.

Currently, the Library of Congress is using the technology in a three-year experimental project, the Optical Disk Pilot Program, to determine the feasibility of the storage medium for publication preservation and for space conservation.

Project Director Joseph W. Price says the technology is being used primarily to store information from highly read journals, thus making it possible to measure user acceptance.

Magneto-optical storage. As ODS finds its way into everyday use, advances being made in *erasable* ODS technology—involving what is called magneto-optical storage—could enhance newspaper pagination systems.

Magneto-optical systems use lasers to orient the magnetic particles contained in magnetic disks and tapes, thereby creating a binary code. The storage capacity is potentially the same as that of write-once ODS disks, according to Larry H. Fujitani, marketing manager of the Optimem division of Shugart Corp. And researchers say this combination of features—erasability and large storage capacity—means the technology could solve the problem of digitizing graphics in pagination systems [presstime, Jan. 1984, p. 22].

Despite the huge magnetic storage capacity of hardware currently in use (hundreds of millions of bits of data), it is still not enough in an economically practical sense to accommodate all the graphics of even a small newspaper.

For instance, it takes about one megabyte of storage to hold one digitized 8-by-10-inch photograph—excluding the additional storage needed to manipulate and ferry the photograph through the pagination system.

Kodak offers a record-read device with ODS.

While some electronics experts believe the magneto-optical solution to digitizing may be available within a year, others believe it is as much as three years away.

"Although people will be offering magneto-optical products" in the relatively near future, Storage Technology Corp.'s Lightsey believes, "they won't be able to offer (initially) high transfer rates of data."

Perpendicular magnetism. While promising advances continue to be made in the new optical technologies, parallel advances have been made in variations of magnetic disk storage technology now used at newspapers.

Several firms are manufacturing both floppy and hard disks that use perpendicular magnetic storage of data, which also might solve the storage problems of digitizing graphics.

In conventional magnetic storage, the ferris particles in the disk are magnetized in longitudinal tracks. The greater the density of these particles, the less effective their storage potential: The closer the poles of the relatively short magnetic particles are to each other, the more they [illegible] each other's magnetic fields.

With perpendicular storage, the magnets are longer and stand perpendicular to the plane of the disk, increasing the number of magnetic particles in a given area without diminishing their storage capacity. The result is greater density, thus greater storage capability. The technology is based on the same concept that more people will fit into a room if they are standing instead of lying on the floor.

Vertical magnetic storage eventually will allow standard floppy disks to hold five to 10 megabytes of data; 14-inch hard disks could hold 10 gigabytes. □

PROFILE

Elizabeth Ellis

Competitive fervor alive in Connecticut

BY MARCIA FRAM
presstime staff writer

People who say that competition in the newspaper business is a thing of the past should visit Elizabeth S. Ellis in Manchester, Conn.

In 1968, with no prior experience in newspapering, she helped guide the birth of a new daily in a part of Connecticut already well-covered by larger newspapers.

Her paper, the evening Journal Inquirer, prospered and today is produced in four zoned editions. The JI boasts the fastest-growing advertising linage in Connecticut and the second-highest rate of linage growth in all of New England, according to the New England Newspaper Association. Circulation has mushroomed from about 3,000 initially to 41,650.

Ellis, 56, emerges as something of a paradox in publishing. She was a Pembroke College philosophy major and spent a good portion of her adult years as a wife and mother of three children. She is described as quiet, unassuming, "keeping a low profile," modest and soft-spoken. Yet the paper she directs is often characterized as "aggressive" and even at times "irreverent."

"[JI reporters] have a reputation for being 'tough turkeys,'" says Manchester's general (town) manager, Robert B. Weiss. "They're a real factor, not only in Manchester but in the state."

Ellis' feisty daily and Saturday tabloid was created through consolidation of two weeklies that her husband, Neil, had purchased in 1967. They were located in South Windsor and Rockville, just north of Hartford. She worked first in the circulation department, then as assistant to the publisher before becoming publisher in 1971.

Ellis started a zoned edition in Enfield in 1973, and in 1974 the office was moved from Rockville to a Manchester industrial park that Neil owned.

Things really got interesting in 1978 when she launched the Journal Inquirer's Manchester edition to compete head-to-head with The Manchester Herald, a Scripps League publication. With a population of about 50,000, Manchester is the sixth smallest U.S. community with two local, competing dailies.

Since the JI began publishing the Manchester edition in 1978, the Herald's overall circulation has dropped from 15,391 to 9,920. In the Town of Manchester itself, according to June 1983 figures, the JI's circulation was 5,670, compared with the Herald's 8,100.

The JI's fourth zoned edition was started in Windsor in 1983.

Ellis says her success can be largely attributed to emphasis on the editorial product. The Journal Inquirer's editorial staff of 50 covers 14 communities in the Hartford region and presents local news "you can't get anywhere else," she says. She includes in that claim coverage by The Hartford Courant, Connecticut's dominant newspaper.

Challenges seem to come naturally to Ellis.

She sued two syndicates over their refusal to sell her certain features because of "territorial exclusivity" (see story, p. 8), and in 1975 settled out of court with United Features Syndicate for the right to run "Peanuts" and with the Chicago Tribune-New York News Syndicate for "Dear Abby."

In 1980, she played a leading role in goading the state Department of Public Utilities Control to challenge the right of The Times Mirror Co. to own both The Hartford Courant and cable stations in the same area. That "cross-ownership" case is still pending in Connecticut Superior Court.

In 1983, she was a driving force in the group of 11 Connecticut daily newspaper companies that successfully petitioned the state Department of Business Regulation to bring the Southern New England Telephone Co. into compliance with the AT&T divestiture rule forbidding a phone company from operating an electronic publishing service over its own lines. (See story, p. 31.)

"She's not a provincial person. Wherever the issues take her, she's going to go," says Milton Sorokin, whose Hartford law firm has represented Ellis in the latter dispute as well as in some of her other David-and-Goliath battles. "Here's the break-up of the biggest company in America (AT&T), and who's tagging along? Betty Ellis."

Life was not always so heady for her in the publishing business. "It took years to show a profit. It took years for people not to expect us to close up the next day," Ellis admits, while refusing to say how much money she and her husband, a successful Manchester builder and developer, have poured into the paper. She says only that their investment is "considerable."

The paper's growth strategy has been to enter a town as a free-circulation paper and to convert to paid status when telephone canvassing indicates at least half of its readers would subscribe.

According to Loren Chiglione, publisher of The News in Southbridge, Mass., the tone and content of the JI has changed little in the 10 years since the New England Daily Newspaper Survey he edited observed that Betty Ellis "has transposed in her philosophy the usual make-money (first), report-the-news (secondarily) motivation for publishing." The report also noted the paper displayed "uncommon gusto and zest."

"It's a lot of fun to see it flourish, to see it accepted . . . to see it make a difference," Ellis says, when asked why she and her husband keep plowing profits back into the paper. The operation is quite a family enterprise; their two daughters work there—one as a special sections editor and the other as a style and leisure section reporter.

Observers may differ on the paper's impact, substance and future, but there is no doubt about the source of its vitality.

"Nobody creates a newspaper anymore. It's all mergers and acquisitions and paper shuffling," says Managing Editor Chris Powell. "This one was created out of her inspiration, investment, sweat and hard work." □

MEDIA POWER

On closer inspection, it's not that threatening

BY ALBERT E. GOLLIN

There are several key assumptions underlying prevailing beliefs about media power. It is useful to recall that concern about the effects of the mass media is rooted in the seeming success of propaganda efforts conducted during World War I, and by Nazi and Soviet regimes subsequently, to mobilize, coerce or control their own citizens. More recently, the agenda of concerns has broadened, without wholly losing the edge of anxiety that characterized discussions in that earlier era. Here are just a few examples of questions that have been raised.

- Has the graphic treatment of sex and violence by the media contributed to a decline of morality and trivialized or vulgarized significant aspects of human experience?
- Has the aggressive handling and criticism of political and economic elites by the media eroded their leadership mandates and led to a general decline in the perceived legitimacy of social institutions?
- Are the media persistently exploited for political and commercial purposes, selling us candidates and products we otherwise would not buy?
- Have the media created a popular culture that has steadily cheapened public taste—"sitcoms" and soap operas instead of Shakespeare and Verdi, Harlequin romances instead of Hemingway?
- Did the news media drive Richard Nixon from office, and did they cost us victory in Vietnam?

The list goes on and on. It might be noted in this regard that the criticisms and questions raised are far from consistent internally or devoid of special-interest motives.

Evidence from mass communication research provides a basis for commenting on several mistaken assumptions made by media critics and others who believe in the media's power to affect our thoughts and actions and to shape our society in various ways, good and bad.

The first of these assumptions is the equating of media content with media effects. In this view, what people see, read or hear—especially when they are repeatedly exposed to the content—actually has the effects one hopes for, or fears, depending upon one's own assessment of a particular message. Based on this simplified stimulus-response conception, for example, are the following convictions:

- Violence in children's TV programming leads to violence on the playground.
- Sexually permissive norms highlighted in films, on television, or in books and magazines are echoed in the behavior of those exposed to such erotic content.
- Sympathetic portrayals of minorities generate compassion and tolerance.
- Media-based campaigns to reduce energy consumption or to get people to lead healthier lives will yield socially desirable results.

Linked with the equating of content with effects is another assumption: that the *intent* of the communicator is faithfully captured in the responses of those exposed to the message. Thus, according to this view, "M*A*S*H" not only entertains, it also successfully conveys the anti-war intent of its producers. Or Archie Bunker's bigotry, rather than giving sanction to prejudiced attitudes, is perceived as misguided, out of date, and morally reprehensible.

In various direct and indirect ways, the public acts upon the mass media rather than simply being influenced by them.
Albert E. Gollin

The evidence from communications research, while admittedly uneven and less than conclusive, nevertheless portrays a set of relationships between the content or intent of media messages and their effects that are far more complex and variable in nature. People bring to their encounters with the mass media a formidable array of established habits, motives, social values and perceptual defenses that screen out, derail the intent or limit the force of media messages. The media certainly do affect people in obvious and subtle ways. But no simple 1:1 relationship exists between content or intent and effects.

Moreover, while media audiences are massive in size—a precondition for mass persuasion—they are socially differentiated, self-selective, often inattentive, and in general—to use a term once employed by Raymond Bauer of Harvard University—"obstinate." As targets they are elusive and hard to please or to convince. People actively use the media for a wide variety of shared and individual purposes. People are not readily used *by* the media. Why is it, then, that we believe that others in the viewing or reading public are more gullible or passive than we ourselves?

Another assumption often held is that the mass media now operate in an unre-

Gollin is vice president/associate director of research of the Newspaper Advertising Bureau. This article is excerpted from a presentation he made Dec. 9 at a public forum in Washington, D.C., on "Can the Mass Media Control Our Thoughts?" The forum was part of the Smithsonian Institution's eighth international symposium on "The Road After 1984: High Technology and Human Freedom."

strained fashion, and that their autonomy is a prime source of their power. But media publics not only are individually resistant to the content offered them, in free societies they also significantly affect content through the operation of various feedback mechanisms. In this connection, one has only to recall the decisive role of broadcast ratings, film box-office receipts, subscription and circulation revenues, and the like as market forces that constrain the predilections of media operators and producers. To these "bottom-line" influences one must add the constant stream of criticism, letters and phone calls, self-criticism based on professional values that include service to the public, legal restraints, and the results of marketing studies that seek to discover public tastes, preferences and needs.

Thus, in various direct and indirect ways, the public acts upon the mass media rather than simply being influenced by them. And with the variety of content choices and exposure opportunities expanding steadily, thanks to new communications technologies, the likelihood of successful mass persuasion by the media diminishes still further.

This last point bears upon the initial reception of new technologies, including each of the mass media. As a new type of technology emerges, it is often met by either or both of two sharply contrasting reactions. The first of these is aptly symbolized by the image of the cornucopia—the horn of plenty. The new technology is hailed for its potential benefits—enriching people's lives, removing burdens and contributing to human progress. The contrasting perspective is symbolized by the image of the juggernaut—the machine that is unstoppable, crippling or constraining human freedom.

While at times unquestionably guilty of harmful excess and error, the mass media are less powerful than their critics fear—or than their own agents sometimes like to believe.

Most technologies, the mass media included, rarely fulfill either set of extravagant hopes or fears. As they diffuse and become integrated into societies, they change things in the process of extending human capacities. But so too do new forms of art, law, scientific knowledge, war and modes of social organization. Only with hindsight, and often with great difficulty, does it become possible to assess which of these has affected society more broadly and decisively, especially when it comes to human freedom.

To sum up, while at times unquestionably guilty of harmful excess and error, the mass media are less powerful or autonomous than their critics fear—or than their own agents sometimes like to believe. Media publics are far from compliant or passive, and they are becoming increasingly less so as media choices multiply.

Finally, to contradict Ralph Waldo Emerson, things are not in the saddle, riding humankind. Given the existence of media diversity and continuing feedback from the public, the risks of media-fostered political or cultural hegemony remain small.

In any case, such risks are inseparable from those intrinsic to the functioning of free societies, in which the media now play a variety of indispensable roles. □

Public finding some new approaches in efforts to keep eye on the media

Americans are finding new and unusual ways to try to keep track of their news media.

"The public's fear and distrust of the media should not be underestimated," reported a group of 144 citizens participating in the so-called "Arizona Town Hall" late last year. The Town Hall is sponsored by the private Arizona Academy, a group of business, civic and labor leaders. Its goal is to stimulate debate on public issues.

After four days of discussing the role of the media in Arizona, the group called for more media self-monitoring through establishment of press councils to handle complaints, use of ombudsmen, more forthrightness in correcting errors, a public education program about how the media function, and continuing education programs for journalists.

"I'm a believer in the First Amendment," said John M. Olson, executive vice president of the Arizona Cattlegrowers Association and a Town Hall participant. "I don't want the media to be regulated," he told a reporter.

"But I fear you, and I do not respect you some of the time. I don't respect some of your reporters."

Some participants reported they had come to the sessions with "blood in their eyes" from prior personal experiences with the press but left with a much better feeling about the media after the Town Hall session.

In Cleveland, a businessman is taking it upon himself to poll his colleagues in several cities about their views on the media.

"Community progress can be stymied if the newspapers, and the other media, are not a full partner in trying to improve the city," says marketing consultant Richard E. Gerbracht. "If the newspapers continually report the news with a negative tone to it, it turns everybody against each other."

He says his informal surveys have shown significant "variances" from city to city in business executives' perception of the quality of the news media.

Gerbracht, who says he's been gathering information on media performance for 25 years, declines to say what he intends to do with his data, other than "maybe write an article for the Columbia Journalism Review, or something like that."

Businessmen, when aroused by the reportage of a local media outlet, have been known to go to much more extraordinary lengths to vent their ire.

Last year in Huntsville, Texas, for example, a group of businessmen decided the 133-year-old Huntsville Item was too negative in its reporting. They put up nearly $4 million to open the competing Huntsville Morning News, which takes a "good news" approach to local reporting.

But one retired newsman observes that the News is a very expensive "town bulletin board" for local business interests and activities. —*Neil D. Swan*

Supreme Court says jury selection must be conducted in open

In a victory for the media, the U.S. Supreme Court ruled 9-0 that the constitutional right of the public and press to attend criminal trials extends to jury selection.

But the media lost a round when the court left intact a ruling that journalists were guilty of trespass while covering a demonstration at a nuclear power plant construction site.

In the jury-selection decision, the court said the *voir dire* process must be conducted in open session unless a trial judge can cite specific reasons why it must be closed.

The court heard the case on appeal of a Riverside, Calif., newspaper that objected to a trial judge's order closing a portion of the jury-selection process in a death-penalty case and permanently sealing the related transcript. The California Superior Court said the order was designed to protect jurors' rights of privacy.

But the Supreme Court said in *Press-Enterprise Co. v. Superior Court of California* that the "presumption of openness may be overcome only by an overriding interest based on findings that closure is essential to preserve higher values and is narrowly tailored to serve that interest."

Writing the opinion of the court, Chief Justice Warren E. Burger also said trial judges ordering closed jury selection must explain why closure is necessary. "The interest is to be articulated along with findings specific enough that a reviewing court can determine whether the closure order was properly entered," he said.

Burger also said, however, that portions of proceedings could be kept secret in special instances to protect a potential juror from "embarrassment" or from disclosure of sensitive information.

ANPA and other press groups had said in a friend-of-the-court brief that jury selection should not be closed unless a strict balancing test is met.

In a similar case, Burger in late January failed to act on an emergency petition submitted Jan. 17—one day before the Press-Enterprise decision—by four North Carolina newspapers protesting a closed jury selection in Winston-Salem. The newspapers, which asked Burger to stop the *voir dire* that was in progress, withdrew their petition Jan. 23 because jury selection was over. Defendants in the U.S. District Court trial were alleged members of the Ku Klux Klan and Nazi party. They had been charged with civil rights violations in a 1979 incident in which several people were killed.

In the trespassing case, the Supreme Court denied *certiorari* in a petition by nine reporters and cameramen who were found guilty of trespass because they had strayed from a designated viewing area at the Black Fox, Okla., nuclear power plant site to follow protestors. The 319 protestors also were charged with trespassing, but their trial resulted in a hung jury.

The trial judge in the journalists' case ruled that the First Amendment does not carry with it an unrestrained right to gather information. He also said that newsmen have no constitutional right of access to scenes of crimes where the general public is excluded [presstime, July 1983, p. 25].

In other Supreme Court developments:

• The Justice Department asked the court to overturn a lower-court decision that names of people providing the CIA with confidential information may not necessarily be exempt from disclosure under the federal Freedom of Information Act, even if the sources are promised confidentiality by the CIA. The court said the names may not be protected if the information provided is innocuous and can be obtained from a public source. The Justice Department argued that the decision, issued by the U.S. Court of Appeals, District of Columbia Circuit, could endanger the CIA's ability to perform intelligence operations effectively.

• The court held 5-4 that copyright law does not forbid videotaping television programs for personal use. However, Congress is expected to consider legislation granting new royalties to compensate television producers and performers for shows that are taped. —*C. David Rambo*

COURT BRIEFS

• The U.S. Court of Appeals, District of Columbia Circuit, said corporations enjoy constitutionally protected privacy interests that would allow some documents filed in public court proceedings to remain sealed.

As such, the court said, The Washington Post **may not publish certain information** learned in the discovery process of a libel suit filed against the newspaper by William P. Tavoulareas, president of Mobil Corp. [presstime, May 1983, p. 65].

• Two reporters for the Daily News of Los Angeles received a favorable pretrial decision in a **libel suit** brought by former Iranian hostage Jerry Plotkin. A California Superior Court judge said the reporters may present as witnesses two one-time confidential sources who have allowed themselves to be identified.

The case gained widespread attention not only because Plotkin was an Iranian hostage but also because the Daily News required its reporters to testify after being faced with a $60-million default judgment [presstime, April 1983, p. 12].

• Another state has upheld the right of the public and the press under the First Amendment to **attend pretrial hearings in criminal cases**.

The Minnesota Supreme Court ruled that a trial court, before closing pretrial hearings, must give notice of the closing, hold a hearing, make findings of fact and determine that all alternatives to closure would be ineffective. The decision came on an appeal by the Minneapolis Star and Tribune, which objected to a trial judge's closing a hearing in a murder case.

• The U.S. Small Business Administration's policy of prohibiting **loans to "opinion molders"** has come under congressional scrutiny again.

The House Small Business Subcommittee on Export Opportunities and Special Small Business Problems recently held a hearing on the policy and on a bill introduced by Rep. Joseph P. Addabbo (D-N.Y.). The bill, HR 1157, would restrict the SBA's authority to deny financial help solely because a business's primary concern is the communication of ideas.

In the Senate, a bill has been introduced to permit SBA loan guarantees to opinion molders [presstime, Jan. 1982, p. 15].

Tribune Co. must sell shoppers, weeklies

Tribune Co. of Chicago must sell its two shoppers and three weekly newspapers in Osceola County, Fla., under the proposed settlement of the antitrust suit brought by the Justice Department against the company and its subsidiary, the Sentinel Star Co., publisher of The Orlando Sentinel.

Filed in May 1982, the suit alleged that the "probable effect" of the Sentinel Star Co.'s October 1980 purchase of five weekly publications in its marketplace "would be substantially to lessen competition" for advertising.

The suit sought court-ordered divestiture of Sentinel Star's newly acquired properties in Osceola, the county just south of Orange County where Orlando is located.

Despite their agreeing to settlement, officials of the Chicago-based newspaper company maintain that the charges are unfounded.

"We still think we would have prevailed," said David A. Hosokawa, president of Sunbelt Publishing Co., the Tribune Co. subsidiary that operates the Osceola County publications and nine others, most of which are located in Florida. "We have not violated any laws or regulations."

The company agreed to the settlement because of the time and expense involved in defending the suit, Hosokawa said. The five papers in question would have to be profitable for "many, many years" to cover legal expenses that likely would accrue, he added. "We decided we would be better off to settle it—to sell them."

Settlement terms were spelled out in a proposed antitrust consent decree that the Justice Department filed Jan. 20 in U.S. District Court, Orlando. If approved by the court, the decree would require Sentinel Star to sell—within a year—two paid weeklies, the Kissimmee Gazette and the St. Cloud News, and three free-circulation shoppers, This Week in Osceola County, Osceola Shopper and the St. Cloud Shopper. A six-month extension of the deadline may be available.

The decree also would block Sentinel Star from acquiring other print media carrying local advertising within The Orlando Sentinel's primary market area for 10 years.

If the publications are not sold within the specified time, the court would assign a trustee who, at Sentinel Star's expense, would try to find a buyer.

The Justice Department filed suit following an investigation that was started three months after Sentinel Star Co., for $4.1 million, bought the five publications from Mr. and Mrs. Richard L. Luzzader. The Luzzader publications "were the only substantial competitors of the Sentinel . . . in the sale of local print advertising directed at Osceola County," the Justice Department alleged. "The effect of the acquisition was to increase the level of (print ownership) concentration in markets that were already highly concentrated," the government added.

Divestiture of the weekly publications "would undo the merger and restore competition to the market," the government said in a "competitive impact statement" filed in court with the proposed consent decree.

The only difference between the relief provided by the decree and that originally requested in the complaint is that the decree's injunction against further acquisitions is limited to print media rather than extending to all media carrying local advertising, the Justice Department document stated.

The government said relief obtained by the decree is important not only for the Osceola County market but also "for the effect it may have in inhibiting similar acquisitions in other markets. Today there are relatively few areas with directly competing metropolitan daily newspapers.

"Much of the competition faced by daily newspapers comes from weeklies and shoppers. As competition between daily newspapers decreases, and the competition provided by other publications such as weekly newspapers and shoppers increases in importance, the need to protect against a substantial lessening of competition through acquisitions by daily newspapers of their weekly and shopper competitors also becomes more important."

But Sunbelt Publishing's Hosokawa said the settlement sets no precedent for the newspaper business. Markets are so different that each must be analyzed individually to determine any possible liability, he said. —*C. David Rambo*

Justice probes charges of shopper

The Indiana (Pa.) Gazette, target of an antitrust suit filed by a competing shopper publication, also is the subject of a U.S. Justice Department inquiry into alleged antitrust violations.

The Justice Department last fall served on the Gazette a civil investigative demand, consisting of a series of questions designed to show whether the newspaper has attempted to monopolize through predatory pricing, according to Gazette attorney Jonathan E. Thackeray.

The Gazette has responded to the investigative demand and to the lawsuit, denying any antitrust volations.

The Justice Department filed its request for information after John T. Lockmonic, publisher of the shopper—The Little Dealer—wrote the department a letter complaining of predatory pricing.

Lockmonic filed the suit against the Gazette last Oct. 4 in U.S. District Court, Pittsburgh [presstime, Nov. 1983, p. 12]. That case is in discovery stages.

A Justice Department spokesman confirmed that the department is "looking at allegations of anticompetitive activity" in the Indiana market. But he would not comment on the investigative demand served on the Gazette, a 21,083-circulation evening daily. □

Judge overturns N.Y. newsrack rules

A federal judge Jan. 24 struck down certain newsrack regulations imposed by the Metropolitan Transportation Authority of New York City, saying they violate the First and 14th Amendments.

U.S. District Court Judge William C. Conner granted summary judgment to Gannett Satellite Information Network Inc., which had challenged restrictions on placement of USA Today newsracks in MTA facilities such as subway stations [presstime, Oct. 1983, p. 4].

Among other things, Gannett had protested higher fees that MTA had planned to charge for USA Today boxes than are being charged other newspapers.

Gannett Co. Inc. attorney Alice N. Lucan said the case is significant because it "specifically addressed the ability to distribute by means of newsracks in public transportation areas." □

Canadian Access to Information Act starting to pay dividends

Canada's new Access to Information Act is experiencing growing pains, according to a report on its first 150 days of existence.

Canadian journalists attempting to use the law, which took effect last July 1, are encountering problems not unlike those experienced in the United States when the Freedom of Information Act was first implemented in 1967.

Nonetheless, they have used it to produce stories on subjects including cost overruns on government construction projects, government loans and loan guarantees of nearly $500 million to companies involved in an apartment-sale scandal, and use of government jets by VIPs.

The progress report was compiled by the Editorial Services Division of the Canadian Daily Newspaper Publishers Association.

A section on "early problems," written by Peter Calamai, national correspondent for Southam News, identifies four early problem areas:

- Exemptions to the act, to which departments are "creatively" adding
- Delays in getting responses not only to initial requests for information but also to appeals to the federal information commissioner after requests have been denied
- "Access coordinators" at some departments who are uncooperative or who lack authority to release documents
- Uneven application of fees, and vague guidelines for fee waivers and refunds.

The litany of problems "sounds familiar," says Harold C. Relyea, a specialist in U.S government at the Congressional Research Service of the Library of Congress and an expert in the history of the U.S. FOIA.

"In most bureaucracies, you've got well-intentioned people who have been trained and led to believe that they are the experts. This business where the public can come in and retrieve documents is a threat," he says. "Only with time and with a vigorous oversight on the part of Parliament," he predicts, will the situation improve in Canada.

Another similarity between operation of the Canadian and U.S. acts is the usage factor. Just as happened in the United States in 1967, use of Canada's new law is off to a slow start.

In a "Quarterly Report on Operations," a Treasury Board task force reported that only 475 requests for information were received in the first three months of the ATI Act's existence. This is in contrast to the 4,326 requests received during the same period under the Canadian Privacy Act.

Chris Mikula, The Citizen of Ottawa

Reporter Doug Yonson of The Citizen in Ottawa scans story resulting from ATI Act request.

The Task Force on Access to Information and Privacy said the difference in use "probably reflects unfamiliarity with the ATI Act and greater interest in personal information" available under the Privacy Act, which allows individuals to get access to government-held information about themselves. Although both access laws were enacted with the same piece of legislation, many provisions of the Privacy Act had existed under another law.

The government had expected about 15,000 ATI Act requests a quarter. According to Robert Jelking, director of information policy for the Treasury Board, the volume projection was based on use of the U.S. FOIA. However, he said, it is possible that in the United States people are using the FOIA to get the kind of information that Canadians are using the Privacy Act to obtain.

Jelking also said that press accounts might have led some people to conclude that "it was going to be too expensive (to use), and they were not going to get anything anyway" from an ATI Act request. But as stories begin to appear that mention they are based on information released under the act, Jelking believes more people will be encouraged to use it.

In some ways, the Canadian law is ahead of the early U.S. FOIA. For instance, it already has a deadline for initial responses—30 days. The deadline involved in FOIA requests in the United States, 10 days, was added to the act seven years after it took effect.

For another thing, the Canadian law already requires each department to publish an "Access Register" listing the materials available. This provision, too, was added much later to the U.S. FOIA.

In a related development, the Federal Court in Ottawa Jan. 18 heard the first case to be brought under the new law.

The case involves a request by Iain C. Hunter, national editor of The Citizen of Ottawa, for documents upon which the government based its decision to grant $34 million in federal loan guarantees to Maislin Industries Ltd., a trucking concern that later went bankrupt. Maislin opposes release of the documents.

A decision was pending at press time.

—Margaret Genovese

Audiometric testing must start

Newspapers have until March 1 to complete so-called "baseline" audiometric testing of all employees in hearing-conservation programs. Under a rule of the federal Occupational Safety and Health Administration, a baseline audiogram is the basis for comparison of future testing of an employee for possible hearing problems.

Mark Jones, The Dallas Morning News

Nurse tests a Dallas Morning News employee.

In an "environmental alert" sent to ANPA-member newspapers in late January, Dr. Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee, warned that OSHA is conducting noise inspections and that most of the citations being issued are for violations of the hearing-conservation program rule [presstime, April 1983, p. 11].

A checklist to help newspapers evaluate their hearing-conservation programs accompanied the alert.

Brown cautioned smaller newspapers that they may be covered by the rule. "ANPA inspections of newspapers with circulations of 25,000 and less have revealed that a large percentage of these newspapers may now be subject to the provisions" of the hearing-conservation rule, he said.

For more information, contact the ANPA Environmental Office at The Newspaper Center. □

A short-lived ban on reading newspapers

He was aiming at improving professionalism and productivity. But when a federal bureaucrat banned the reading of newspapers and magazines in the office—even during lunch and breaks—his aim missed the target.

The memo issued by Joseph W. Pfeifer started out innocuously enough. "Just a reminder regarding our professional appearance during working hours," he wrote to the 16 staffers in the Cost Management Section, Design and Construction Division, of the General Services Administration's regional office in Washington, D.C.

Then he decreed: "Newspapers and magazines will no longer be permitted in this office during working hours, which includes lunch and breaks. If you feel you must keep up with the world, do it on your own time at home or out of the office."

Pfeifer, a long-time GSA employee, said other supervisors approved of his actions. But his boss, William F. Madison, administrator for GSA's National Capital Region, did not.

"I want to encourage people to read and have a well-rounded view of the world beyond the corners of GSA whenever they have time—even if they eat at their desk," Madison told The Washington Post.

The day the Post published a story about the memo, Pfeifer issued a significantly toned-down version to "clarify the intent" of the original. "Newspaper and non-technical magazine reading at your work stations at other than scheduled lunch breaks is discouraged," he said.

Pfeifer said the original memo was written "in haste." He insisted he was not trying to stop his employees from "gaining knowledge" or to tread on their liberties. "I'm not a communist. I'm not saying you can't read newspapers and magazines."

It was just that the reading situation in the office "more or less had gotten out of hand." All he wanted to do, he said, was to improve the professional appearance of the office and to get more work out of the work day.

"After all, you and I are taxpayers," he noted.

Battle over detached labels heats up

Taking something other than a detached view of the situation, ANPA has re-emphasized its belief that detached labels used in mailing advertising supplements add to U.S. Postal Service costs, and that more should be charged for their use.

The comments were filed during the latest round of the Association's bid to convince the independent Postal Rate Commission to disallow use of the detached labels altogether. The commission requested additional information to determine if it should proceed with ANPA's petition [presstime, Jan. 1984, p. 36].

Detached labels are separate, postcard-like pieces that typically carry the addresses of recipients of grouped advertising supplements—known as "marriage mail." The biggest user of the labels for third-class mailings is Advo-System Inc., although other firms—including some newspapers—also are making use of them.

Advo, which opposes the ANPA petition, has said the labels save the Postal Service time and money. However, the Association maintained that "if two separate items have to be handled, then that is more expensive than handling a single item."

USPS favors continued use of the labels as outlined in the service's Domestic Mail Manual. □

Postal Board elects new chairman

John R. McKean, president of a San Francisco Bay-area accounting firm he founded in 1958, was elected chairman of the U.S. Postal Service Board of Governors Jan. 10. He succeeded Chairman Robert L. Hardesty, whose term on the board expired.

In a related development, President Reagan made two recess appointments to the board—appointments that will expire at the end of the current session of Congress unless the Senate confirms the nominees. Appointed were Frieda Waldman of Claremont, Calif., administrator of the Forrest Day School in Montclair, Calif., and Ruth O. Peters of Arlington, Va., a 24-year Postal Service veteran who served as director of the Office of Postmaster Selection. □

More papers entered cable TV for competition than profits

More newspapers that became involved in programming for cable television say they did so to protect their competitive position than to profit from the ventures. And more say they were driven by thoughts of preparing for tomorrow's technologies than by testing today's.

Those were some of the findings revealed in the final report of a 1983 survey of U.S. and Canadian newspapers producing programming for cable TV channels. Sixty-nine newspapers returned the questionnaires distributed by ANPA and the Newspaper Advertising Bureau. The report was prepared by NAB's Marketing/New Technology Department in coordination with ANPA's Telecommunications Department.

Asked to choose which of two reasons for getting involved in a cable venture was more important to their newspaper, 34 newspapers, or 49 percent, indicated it was a defensive, competitive move, compared with 25 that indicated that it was because cable seemed like a good business opportunity.

Asked to select between two other reasons to begin such a venture, 42 newspapers, or 60 percent, indicated that it was to prepare for future communications technologies such as teletext and videotex, compared with 17 newspapers that indicated it was to test the viability of cable as an alternate delivery system for the newspapers' data bases.

The report also revealed how the 11 newspaper/cable ventures that were reported as currently profitable differ from the 58 others that remain in the red [presstime, Dec. 1983, p. 24]. Among them:

- Nine of the 11 started prior to 1982, the year in which the greatest number of newspapers began their ventures. But the report noted this does not necessarily mean that the longer a venture has been operated, the more likely it is to be profitable—because some of them were profitable early.
- Seven of the 11 are group-owned, compared with only 23 of the remaining 58. "This suggests that newspaper groups offer know-how and/or pressure to member papers to conduct profitable operations," the report said.
- Eight of the 11 have circulations under 25,000, compared with 27 of the remaining 58.
- Six of the 11 have only one cable system to distribute programming in their circulation area, compared with only one-third of the remaining papers.
- All of the profitable ventures use the newspaper's staff rather than a separate staff, indicating "a modest investment in staff."
- The profitable ventures program fewer channels than the unprofitable ones.
- Seven of the 11 offer some video programming, compared to less than half of the remaining 58.
- All are doing better than the unprofitable operations in selling advertising, especially text ads.

All of these differences "suggest that smaller operations—with low entry costs—which sell their . . . (text ads) have a better chance of being profitable," according to the report.

The report also detailed such things as the types of programming and advertising available on newspapers' cable channels, types of equipment and facilities used, and newspapers' plans for improving or expanding their cable operations and for involvement in other telecommunications ventures.

Copies of the report are available from ANPA at The Newspaper Center or from NAB at 485 Lexington Ave., New York, N.Y. 10017. —*Margaret Genovese*

A production crew films a real estate commercial for The Home Channel, a 24-hour, all-real-estate cable TV information service operated by R/G Cable, a division of Phoenix Newspapers Inc. Valerie Godwin directs filming by Richard Gress (center) and technician Dave Cady.

Access fees delayed

The Federal Communications Commission in late January decided to delay implementation of its controversial access charges for home and single-line business phones from April 3 until at least June 1985.

The action is expected to have a favorable impact on large, private-line users—such as the Associated Press and United Press International—that were bracing for heavy land-line cost increases in April [presstime, Jan. 1984, p. 11].

However, it was not clear immediately after the FCC decision exactly how much the wire services might save. □

Nat'l QUBE goes down tube

QUBE, the two-way, interactive cable system once heralded as the wave of the future in cable television, has lost its national network. Warner Amex Cable Communications closed the nine-month-old network Jan. 16 because the company said it failed to get advertiser support and because two-way cable technology has not expanded as fast as had been hoped.

The network had provided 90 minutes of interactive programming, delivered by satellite, each weekday for Warner Amex's six QUBE systems. Using the systems' two-way capability, viewers could answer questions posed on the programs by pushing buttons on their specially equipped cable converters.

A Warner Amex spokeswoman said the company had expected more two-way cable systems to develop and provide a bigger audience for the programs.

QUBE systems are located in Dallas, Houston, Pittsburgh, the St. Louis area, Cincinnati and Columbus, Ohio, where QUBE began in 1977. These systems still offer some, primarily locally produced, interactive programming, the spokeswoman said.

Cable subscribers pay a premium for the service tier that includes interactive programming.

Warner Amex, a partnership between Warner Communications Inc. and American Express Co., is scaling back in other areas, too. The fifth largest cable system operator in the United States, it is renegotiating franchise agreements in Dallas and Milwaukee. In Milwaukee, the company now wants to defer offering two-way service. In both cities, it is seeking to reduce the number of channels offered and make other cutbacks.

Cable system operators like Warner Amex are not the only ones retrenching. The shakeout also is continuing in newspaper/cable TV programming. Two more newspaper companies—The Journal Co. in Milwaukee, which publishes The Milwaukee Journal and Milwaukee Sentinel, and the Nevada (Iowa) Evening Journal—scrapped unprofitable cable TV ventures. Both were operating text news and ad services, and the Milwaukee Journal was selling advertising for a cable system. □

Electronic publishing on campus

More than a third of U.S. journalism schools responding to a recent survey offer courses dealing with electronic publishing, but less than one-sixth of the courses offer any "hands on" experience.

Preliminary results of the study by ANPA and the Association for Education in Journalism and Mass Communication reveal that 77 schools, or 37.4 percent, of the 206 college journalism programs returning questionnaires, said they had courses dealing with videotex, teletext, cabletext or related technologies.

Of the 170 such courses being taught at these schools, almost half are existing courses, such as "Introduction to Mass Communication," into which materials on electronic publishing have been inserted, according to an analysis of the responses by Lee B. Becker, professor at the School of Journalism at Ohio State University.

Becker noted that in only 24 cases do students receive "hands on" experience with the new technologies. "For the most part, the courses being offered are not skills courses so much as general overviews," he said.

In addition to adding materials to existing courses, Becker said the three other ways schools are incorporating electronic publishing into the curriculum are with courses or seminars that deal with the subject in very general terms, with courses that deal more specifically with electronic publishing and its relationship to the newspaper business, and with courses aimed at teaching students to report, write and edit for the new media.

The study identified 13 schools that offer the latter, most-specific type of courses in electronic publishing. They are Rutgers, Florida, Memphis State, Kentucky, Ohio State, Ohio, Indiana, Bradley, Tulsa, Texas Christian, Brigham Young, San Francisco State and Oregon. It was coordinated by Becker of AEJMC's Committee on Communications Technology and Policy and by the ANPA Telecommunications Department. □

TELECOMMUNICATIONS NOTES

• In a joint venture with Warner Amex Cable Communications Co. of Dallas, The Dallas Morning News Jan. 1 began a **24-hour cable news channel** featuring text and video programming.

The channel carries no advertising and is being viewed as an extension of the newspaper's marketing and promotion efforts, according to company officials.

• Scripps-Howard Broadcasting Co. has **expanded its cable TV holdings.** A partnership between its subsidiary, Scripps-Howard Cable Co., and cable entrepreneur Charles F. Dolan purchased a 50,000-subscriber southern Connecticut cable system for $50 million.

• Publisher Rupert Murdoch was unsuccessful in stopping an exchange of stock between Warner Communications Inc. and a television subsidiary of Chris-Craft Industries Inc. that could thwart a **possible Murdoch takeover of Warner.**

The exchange, in which Warner acquired 42.5 percent of BHC Inc. and BHC got 19 percent of Warner voting stock, was completed Jan. 18.

The stock swap reportedly was initiated by Warner as an attempt to block a Murdoch takeover bid, although the company denies that this was its intent. Federal Communications Commission rules prohibit the common ownership of newspapers and broadcast stations in the same community. BHC owns KMOL in San Antonio where Murdoch owns two daily newspapers, the San Antonio Express and The News. At press time, an appeal to the FCC by Murdoch and court action by Murdoch and Warner were pending.

• ANPA Jan. 6 wrote House Commerce Committee Chairman John D. Dingell (D-Mich.) to express "strong reservations" about several provisions in HR 4103, a bill to clarify **regulatory policy over cable television.** The Association said it was particularly concerned about the bill's prohibition against daily newspapers owning cable systems in their markets [presstime, Nov. 1983, p. 15]. However, ANPA expressed general support for the intent of the legislation.

• Southern New England Telephone Co. has **agreed not to engage in electronic publishing** until at least August 1989 as part of a settlement in a case brought by 11 Connecticut daily newspaper companies [presstime, July 1983, p. 30].

Settlement terms conform partly with electronic-publishing restrictions placed on AT&T in the antitrust consent decree under which divestiture took place Jan. 1. SNET was excluded from electronic publishing prohibitions in the divestiture because it is not wholly owned by AT&T.

U.S. pullout from UNESCO will not halt monitoring

Publishers interested in world press freedom matters are reserving judgment on whether the announced intention of the United States to withdraw from UNESCO will alter their ability to monitor that international forum or to thwart its attempts to impose a new world information and communications order.

If the United States does leave, ANPA international affairs activists say they will continue to monitor UNESCO activities through other groups. ANPA is a member of the World Press Freedom Committee, International Federation of Newspaper Publishers and the International Press Telecommunications Council and the Association cooperates with the International Press Institute, Inter American Press Association and the International Federation of Journalists. All six groups have non-governmental member status with UNESCO.

K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., and chairman of ANPA's Government Affairs Committee, said a preferable outcome would be for UNESCO to get the message and "return to a more cooperative, more constructive, less spendthrift form of action," thus giving the Reagan administration reason to reconsider its decision to abandon the United Nations agency.

But failing that development, Low said, "it is best for us to pull out at the end of 1984 than continue to be affiliated with an organization whose ideals have been debased from what its charter intends."

"We hope this sends an important message, which, if heeded, might make such a withdrawal unnecessary," added Harold W. Andersen, publisher of the Omaha (Neb.) World Herald. Andersen, chairman of the WPFC, said that organization "intend[s] to continue to monitor communications issues at UNESCO and to vigorously oppose any proposals that arise there that threaten press freedom."

Allen H. Neuharth, chairman and president of Gannett Co. Inc. and a vice president of FIEJ, said "all the world will benefit" if the U.S. move to withdraw from UNESCO "changes that organization's thrust" in the press-freedom area.

Anticipated for some time [presstime, Jan. 1984, p. 38], the decision was announced Dec. 29, thus providing the required one-year notice in advance of the proposed December 1984 withdrawal.

While many media officials expressed belief that the threat of U.S. withdrawal will have a sobering effect on UNESCO, Leonard Sussman, executive director of Freedom House, said the United States shares responsibility for some of the problems the State Department cited as reasons for leaving the international forum. "Things went from bad to worse in UNESCO" during a period when the United States was an "inactive, apathetic presence," said Sussman, whose organization monitors freedom throughout the world.

UNESCO's Paris headquarters may be abandoned by U.S. representatives.

Correction

The Associated Press was not the first news agency to distribute news by teleprinter in China, as was reported in the December issue of presstime, p. 15. United Press International and the AP reached agreement with Xinhua, the official Chinese news agency, simultaneously last Sept. 30.

Presstime regrets the error. □

WORLD PRESS NOTES

• Winding up a year of increasingly severe **press controls in Uruguay**, the military government halted distribution of several editions of a daily, El Dia, and a weekly, Somos Idea, and censored other weeklies. In addition, it suspended broadcasting of a radio station.

In cabled protests to the country's president, Gen. Gregorio Alvares, the Inter American Press Association and World Press Freedom Committee asked for an end to "prior censorship," which WPFC Executive Director Dana Bullen said had not been extended to weekly papers since 1934.

• The government of Greece imposed a **two-year prison sentence** on a Cypriot correspondent for The Daily Telegraph of London for libeling and defaming the publisher of Ethnos, the country's largest newspaper.

Paul Anastasiades was charged with writing in his book, *Take the Nation in Your Hands*, and in an accompanying press release that Publisher George Bobolas was "an agent of influence" for the Soviet Union, and that his paper was connected with the "disinformation department" of the Soviet intelligence service, the KGB.

Anastasiades, who publishes under the name Paul Anastasi and is also a part-time correspondent for The New York Times, is currently free pending an appeal.

• **Jacobo Timerman**, former publisher of the now-defunct newspaper, La Opinion, returned to Argentina Jan. 7 after four years in exile. He had been arrested in 1977 and held without trial for alleged links with leftist groups opposed to Argentina's military regime.

Now an Israeli citizen, Timerman returned to Argentina following the recent election of civilian President Raul Alfonsin.

Prior to the U.S. announcement, the pullout was supported by some influential U.S. newspapers. Calling UNESCO a "babble of words notable for their muddiness and dishonesty," The New York Times said "if done in a constructive spirit," withdrawal or the threat of withdrawal "might persuade UNESCO to reexamine its purposes." The Washington Post said "the jolt of an announced intention to withdraw is indicated."

Some critics of the decision to get out of UNESCO charged that by doing so the United States will be leaving the field to the Soviets. A State Department spokesman told presstime, "to the extent that is true, we're taking the goal post, the scoreboard and the benches with us, too. The game won't be covered the same way (without U.S. participation).

"UNESCO is going to lose so much credibility and influence, whatever they do henceforth will have minimal impact compared to what it would be with the U.S. participating in the debate," he said.

The United States has provided funding for about one-fourth of UNESCO's 1984-85 budget, which will total about $374 million. The Reagan administration's statement of withdrawal said that once having left UNESCO, the United States will support "other means of cooperation between governments" and "various forms of private sector activity."

Just what form this activity will take is still under study, but State Department officials say the United States could enter into bilateral agreements with individual countries, work through regional organizations (such as the Organization of American States) and international organizations (including the UN and its agencies), enter cooperative agreements with UNESCO itself, or take unilateral actions (perhaps for such functions as the collection of scientific data).

Although Gregory Newell, assistant secretary of state for international organizations, called the decision to withdraw "firm," Secretary of State George P. Shultz wrote UN Secretary General Javier Perez de Cuellar that the United States "remain(s) open to indications of significant improvement (by UNESCO)."

In a seven-page, single-spaced letter delivered to the State Department Jan. 19, UNESCO Secretary General Amadou-Mahtar M'Bow of Senegal said he hopes the United States, "after reconsidering the whole situation, will decide to remain in UNESCO," with "full and wholehearted cooperation."

"I have always emphasized the need to maintain the universality of (UNESCO)," M'Bow wrote. —*Marcia Fram*

THE GRENADIAN VOICE

Editorial

THE NEW BEGINNING

The first edition of the previously banned Grenadian newspaper thanked America for intervening.

ANPA donates $30,000 for Grenada press

The ANPA Board of Directors took special steps Jan. 24 to assist restoration of a free and independent newspaper voice on the Caribbean island of Grenada.

The Board, meeting at Lyford Cay in the Bahamas, approved a grant of about $30,000 from ANPA Foundation to the World Press Freedom Committee for the purchase of a reconditioned printing press for The Grenadian Voice. The newspaper was closed by the late Prime Minister Maurice Bishop after one issue in 1981, and its editor was jailed.

The weekly resumed publication shortly after U.S. military intervention and release of the editor. It had been hoped that an East German press Bishop had obtained from Cuba for a government newspaper could be used, but production experts inspecting it soon realized this would be impossible.

Currently, the 5,000-circulation newspaper is being printed at The Trinidad Express near Grenada.

ANPA Chairman and President William C. Marcil said, "ANPA is very pleased to be able to assist in the restoration of a newspaper on Grenada free of governmental financial support and control. We have every reason to believe that with the donation of a printing press, the Voice will be able to flourish as an economic entity and to provide for Grenadians the kind of free press which is integral to free societies everywhere."

George Beebe, WPFC vice chairman for projects, located the reconditioned printing press in Miami. □

WARC '84 has implications for West

Developing nations are making a bid for a greater share of the world's high-frequency airwaves at the 1984 World Administrative Radio Conference now being held.

Attended by delegates from about 110 nations, the meeting in Geneva, Switzerland, began Jan 10 and will conclude Feb. 10. It is the first half of an effort by the United Nations' world broadcasting authority, the International Telecommunications Union, to arrive at a method for allocating the limited and already overcrowded short-wave radio frequencies.

Actual assignments will not be made until the second half of the conference, planned for 1986.

Also surfacing at the Geneva meeting was the issue of "jamming," primarily practiced by Soviet bloc countries and some Third World nations attempting to block transmission of radio programs from outside their borders.

The 1984-86 WARC Conference is a follow-up to WARC '79, at which nations allocated a wide spectrum of radio waves to the year 2000 [presstime Jan. 1980, p. 10]. The current conference is limited to high-frequency, or HF, bands used for broadcasting. The Voice of America, Radio Liberty and Radio Free Europe, as well as their counterparts in the Soviet bloc, use HF bands to broadcast their messages throughout the world.

As they acquire the technology for HF transmissions, developing countries are seeking additional allocations in the high-frequency spectrum.

An underlying issue in Geneva is the demand—made by Third World countries at other UN forums—for a "new world information and communication order." Under such a proposal, those countries seek to control their own airwaves, keeping their citizens free from what they consider excessive influence from more developed nations.

Leonard H. Marks, a Washington, D.C., attorney who is secretary-treasurer of the World Press Freedom Committee, is chairman of the U.S. delegation to WARC. In congressional testimony last fall, Marks warned that "while the format of this conference will be technical, the issues that will be dealt with in Geneva have potentially serious and far-reaching political implications." □

ANPA, other press groups decline to serve on Sidle committee

When a Pentagon-created committee begins Feb. 6 to weigh recommendations on how to plan news coverage guidelines for future military missions, it will do so without members representing major media organizations.

ANPA and other news organizations declined an invitation from Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, that they nominate representatives to serve on the committee to be headed by retired Army Maj. Gen. Winant Sidle.

However, officials of ANPA, the American Society of Newspaper Editors and the Radio-Television News Directors Association did participate in a Jan. 17 meeting with top White House aides on the issue of press coverage of future military activities [presstime, Jan. 1984, p. 42].

The session was arranged by White House Deputy Chief of Staff Michael K. Deaver after ANPA and ASNE twice wrote to President Reagan asking that he meet with them to discuss deteriorating media-government relations. The request for the meeting came in the wake of the U.S. invasion of Grenada where the government's two-day news blackout touched off protests from many news organizations.

While pledging to cooperate with and testify before the Sidle committee, ANPA and nine other groups declined to nominate members to it, citing their joint "Statement of Principle on Press Access to Military Operations," issued Jan. 10.

That statement said the nation's major press and broadcast organizations "strongly believe" that "the highest civilian and military officers of the government should reaffirm the historic principle that American journalists . . . should be present at U.S. military operations. And the news media should reaffirm their recognition of the importance of U.S. military mission security and troop safety. . . ." (See text below.)

And in a letter to Gen. Vessey, ANPA Executive Vice President Jerry W. Friedheim wrote:

"On behalf of ANPA, I will welcome the opportunity to share views with General Sidle's study panel and to respond to the views of other witnesses in open sessions, even though we feel it inappropriate for ANPA to serve as a 'member' of a government commission."

Sidle indicated the committee will meet Feb. 6-10 at Ft. McNair in Washington, D.C. He has not announced the makeup of the committee, but in addition to military members he was reported to be recruiting deans of journalism schools and people from organizations other than those that declined to participate.

Participating at the White House session were ANPA Chairman and President William C. Marcil and Friedheim; ASNE President Creed C. Black; Edward R. Cony, vice president/news of The Wall Street Journal and chairman of ASNE's Freedom of Information Committee; and Ed Fouhy, ABC News Washington bureau chief and chairman of the RTNDA Freedom of Information Committee.

Meeting with them in the White House Roosevelt Room were White House Chief of Staff James A. Baker III; Deaver; Richard G. Darman, assistant to the president; Larry Speakes, principal deputy press secretary; Peter Roussel, deputy press secretary; and Robert Sims, public affairs counselor.

"We had a very cordial and useful meeting and brought to the attention of the White House officials the points covered

A Statement of Principle on Press Access to Military Operations

This statement was developed by a special committee of senior representatives of these organizations:

ANPA
American Society of Magazine Editors
ASNE
Associated Press Managing Editors
National Association of Broadcasters
Radio-Television News Directors Association
Reporters Committee for Freedom of the Press
Society of Professional Journalists, Sigma Delta Chi
The Associated Press
United Press International

Because a free society's press is not—and should not be—monolithic, no statement can ever be said to be "the position" of "the press." What follows is the carefully considered work of the experienced individuals serving on a special committee from the above organizations, formed after the government denied to the public independent press reports about U.S. military operations in Grenada.

I. We strongly believe that:

First, the highest civilian and military officers of the government should reaffirm the historic principle that American journalists, print and broadcast, with their professional equipment, should be present at U.S. military operations. And the news media should reaffirm their recognition of the importance of U.S. military mission security and troop safety. When essential, both groups can agree on coverage conditions which satisfy safety and security imperatives while, in keeping with the spirit of the First Amendment, permitting independent reporting to the citizens of our free and open society to whom our government ultimately is accountable.

Second, the highest civilian and military officers of the U.S. government should reaffirm that military plans should include planning for press access, in keeping with past traditions. The expertise of government public affairs officers during the planning of the recent Grenada military operations could have met the interests both of the military and the press, to everyone's benefit.

Third, the military study group—appointed by General John Vessey, chairman of the Joint Chiefs of Staff, and headed by retired Major General Winant Sidle—which is to make recommendations to the government about media-military cooperation, should closely consider the above two points. The study group also should consult with military operations experts and make recommendations on how to assure both mission security/troop safety and prompt media access.

Fourth, appropriate committees of the Congress should hold hearings to: develop the historic record of media-military relations more fully, including accumulation of relevant documents; develop the facts of the government's handling of media access in Grenada more fully; and demonstrate how wise leaders can satisfy always

in our previously issued Statement of Principle," said Friedheim. "As in our Statement of Principle, we discussed coverage techniques and access techniques which we think have provided in the past, and could provide in the future, prompt news coverage of military operations while respecting always the need for mission security and troop safety.

"We look forward to continuing discussions on these matters with General Sidle's study panel," he said.

The Pentagon and the White House, meanwhile, were responding to the continuing protests about the Grenada news blackout. The Pentagon said it is developing a contingency plan for dealing with future news coverage of military operations.

"We've got to come up with a system of protecting the mission but still permitting the media to cover an operation," said Pentagon spokesman Michael I. Burch.

And in his frankest public evaluation yet of the Grenada blackout, White House spokesman Speakes said media coverage was "overlooked" in planning the Oct. 25 invasion. "Now, I think we probably could have preserved secrecy with a very small pool of reporters involved from the first," he said.

Les Janka, a former White House deputy press secretary who resigned during the controversy over Grenada coverage, charged in a magazine article that the White House violated the Constitution by barring reporters from the invasion scene.

William C. Marcil

Creed C. Black

James A. Baker III

Writing in Armed Forces Journal, Janka said the administration is guilty of "political stupidity" for allowing the successful military action to be "tarnished by the controversy over media access."

Meanwhile, another public opinion poll confirmed earlier findings—first reported in comprehensive fashion in presstime [Dec. 1983, p. 25]—that the public was much more critical of the government news blackout and more supportive of the media than reports just after the invasion indicated.

In a December telephone survey of 1,249 adults nationwide, the Louis Harris Survey found that "contrary to the conclusion of most professionals in the media, a 65-32 percent majority of Americans is convinced that the Reagan administration was wrong not to allow reporters to accompany the troops that invaded Grenada."

The Harris survey also found that by 52-43 percent, a majority rejects the claim that "the press and TV news pry too much into too many things as it is, so it was good to put them in their place by keeping them out of Grenada."

The only "give" Harris found in opinion toward rationalizing the news blackout emerged in the 54-41 percent majority that went along with the claim that "if the president and the military feel that the press and TV should not be allowed to cover an invasion, such as the invasion of Grenada, then their right to make that decision should not be questioned."

—Neil D. Swan

the joint imperatives of effective military operations and of a timely flow to a free citizenry by a free press of independently-obtained information.

II. We believe these things because:

Since the Revolutionary War, American journalists traditionally have been allowed to accompany American troops on military operations, even when those actions depended upon the element of surprise.

Such access has furthered the vital interest of the public in having independent accounts of the actions of our uniformed men and women in combat, beyond those reports issued by government officials.

Mission security and troop safety interests have been protected—when essential—by limiting the number of journalists accompanying the troops, by voluntary reporting restraints, by limited censorship of information that might aid the enemy, or by delay in the filing of dispatches; but not by exclusion of all journalists. Exclusion of journalists never has been deemed appropriate except in small, clearly covert, intelligence or commando-type hit-and-run operations.

We recognize the presence of two requirements: the requirement that the government conduct effective military operations, and the requirement that the public, via a free press, be independently informed about the actions of its government. Accommodations, representing good faith cooperation between the government and the media, have wisely avoided a direct clash in the courts or in the Congress between these two imperatives.

Unfortunately, such historic accommodations were neither sought nor achieved by the government during the recent Grenada operations. Rather than allowing a small pool of journalists to accompany American forces during the initial phases of an operation involving several thousand U.S. military personnel, the government excluded the American media from the island for more than two days. Thus, during the crucial, early days of the operation, when public concern and interest was most intense, the public was denied an independent source of information. The government's shifting justifications for this unprecedented exclusion—the need for surprise, the safety of journalists, too many journalists, or danger to the troops—either were unfounded or could have been met by proper planning and execution of traditional news-coverage practices.

III. In conclusion:

We believe prompt media access to U.S. military operations can and should be allowed by the government. And, we strongly urge government officials to assure that historic free press reporting to the American public about military activities will be a planned part of future operations under conditions which also assure mission security and troop safety.

Our society remains healthy and free primarily because our public has an independent source of information about its government. Preservation of this principle is essential to the proper functioning of our constitutional democracy and to our national well-being. Without this open flow of information, our system of self-government would not work.

Books

Grammar and style discussed

The elements of grammar and style are examined in *When Words Collide*, a book directed toward students and professional journalists.

Written by Lauren Kessler and Duncan McDonald of the University of Oregon School of Journalism, the book is divided into two parts. Part I reviews basic grammar. Part II is an alphabetized reference of common inquiries about grammar with topics ranging from "Active Voice/Passive Voice" to the correct use of "Your/You're." Also included are spelling rules and "test your-knowledge" examinations of grammar and word use.

The 228-page soft-cover book is available for $11.95 from Wadsworth Publishing Co., 10 Davis Drive, Belmont, Calif. 94002. □

13 women editors profiled

Thirteen women newspaper editors are profiled in *New Guardians of the Press*, edited by Judith G. Clabes, editor of the Sunday Courier & Press, Evansville, Ind.

According to Clabes, of the 3,281 policy-making positions listed in 1982 *Editor and Publisher Year Book*, 315 were held by women. In her book, the 13 women editors discuss their experiences in the corporate hierarchy, the newsroom and the community.

Included are women editors at papers ranging from the Greenville (Texas) Herald-Banner to USA Today.

The 140-page hardback book is available for $19.95 from R. J. Berg & Co., Publishers, Indianapolis, Ind. 46220. □

Technology has impact on rights

Political and economic encroachments on First Amendment rights are explored by Ithiel de Sola Pool in *Technologies of Freedom*, published by The Belknap Press of Harvard University.

Pool, a professor of political science at Massachusetts Institute of Technology, examines free press and free speech in an environment of increased government regulations.

The 299-page hardback book is available for $20 from The Book House, 208 W. Chicago St., Jonesville, Mich. 49250. □

News Research

City, suburban dwellers differ on preferences

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Circulation in the suburbs is crucial to metropolitan daily newspapers. It's all too evident that what appeals to city residents doesn't always appeal to people in the suburbs.

A study by David Weaver of the Indiana University School of Journalism and Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers Inc., found demographics and desire to be informed predict readership for suburban residents, but not for city residents.

Their findings are based on telephone interviews with 303 randomly selected residents of the city of Chicago and 300 randomly selected residents of inner-ring suburbs of Chicago. They found that for city residents, reading either the Tribune or the Sun-Times was not significantly related to age, sex, education, income or desire to be informed.

However, they found that among suburban residents, those who are female, older and better educated are more likely to read the Chicago papers. The best predictor for suburban residents, however, was the strength of the desire to be "informed about news and current events."

The results suggest that the best way for a metropolitan newspaper to gain circulation may be to pay more attention to informational needs of suburban readers.

This study was reported in the Summer 1983 issue of the Newspaper Research Journal.

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Standardization of content of newspapers has been discussed often in recent years. The inference has been that newspaper front pages are as alike as McDonald's hamburgers from city to city.

A study by Norman Luttbeg, political science professor at Texas A&M, suggests there is much less standardization than critics suppose. He examined the first three pages of 100 randomly selected daily newspapers for seven randomly selected days in 1980 and 1981. He found 514 different stories. Only 11 of those stories—less than two a day—appeared in as many as half the newspapers.

Far from finding standardization, Luttbeg concluded, "there is little consensus among newspaper editors as to what is the day's important news." His study appeared in the Autumn 1983 Journalism Quarterly.

• • •

The American press has been accused of ignoring the Third World in its news coverage. A study of three major American newspapers by S. M. Mazharul Haque, a native of Bangladesh and a doctoral student at Ohio University, suggests otherwise.

Haque analyzed international coverage in The New York Times, The Washington Post and The Christian Science Monitor for 10 randomly selected days between February and September 1979. He found that 65 percent of the space devoted to international news in these three papers was for stories about Third World countries. The three papers had very similar percentages—64 percent for the Times, 69 percent for the Post and 62 percent for the Monitor.

He also found that 44 percent of the front-page stories in these three papers were international, and of those stories, 82 percent were about the Third World.

Haque's study is also reported in the Autumn 1983 Journalism Quarterly. □

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Correction

A number was inadvertently transposed in a news-research column appearing under the headline, "Studies show bias may be overstated," on page 39 of the January 1984 presstime. The sentence should have read: And while 41 percent of the sample agreed that capitalism must be altered before significant improvements in human welfare can be realized, only 18 percent of the business editors agreed. Presstime regrets the error. □

FDA may ease rules governing ads for prescription drugs

The Food and Drug Administration is considering regulatory changes that would relax rules covering prescription drug advertising directed at consumers.

Under current law, the FDA has only one set of rules for prescription drug advertising, and it is directed at both health professionals and the public. The extensive technical information required in each ad, particularly about possible side-effects of the prescription drug being promoted, has meant most such advertising has appeared almost exclusively in professional journals.

Responding to requests by some drug companies to relax these requirements, as well as pressure from consumer groups to retain the rules, the agency has begun a series of studies to assess the impact of widespread prescription drug advertising on the public.

The FDA currently is testing prototype ads for fictitious products with "control groups" of consumers in four cities: Cleveland, Seattle, Buffalo and New Orleans. Those tests, featuring both print and electronic prototype ads, probably will continue into the spring of next year, according to the FDA.

Thereafter, the FDA commissioner will decide whether to issue new regulations for advetisers.

Particularly needed, according to a recent FDA policy statement, is information on whether television ads "can avoid being false and misleading" in the short time available to present information about the product.

Underlying whatever objective data are available is disagreement over whether advertising primarily informs or promotes.

Other objections center on costs.

The American Association of Retired Persons said the drug industry already spends three times as much for advertising and promotion as it does for drug research and development. Any additional advertising costs undoubtedly would be passed on directly to the consumer, said the AARP.

The drug industry itself appears to be divided, with some companies favoring direct-to-consumer advertising and others opposed.

If the FDA does ease restrictions on direct-to-consumer drug advertising, said AARP pharmaceutical specialist Fred Wegner, his organization may seek federal legislation prohibiting it, or voluntary refusal by the media to carry such ads. □

Expenditures up 24%

Advertising expenditures in daily newspapers totaled slightly more than $2 billion in October 1983, a 24.1-percent increase over the previous year, according to preliminary estimates of the Newspaper Advertising Bureau.

All three newspaper advertising categories showed sizable gains. Classifieds, which increased the most, rose 32.4 percent to $625 million. Retail expenditures climbed 21.6 percent to $1.166 billion, and national expenditures went up 17.8 percent to $282 million.

Growth for the first three quarters of 1983 averaged 19.3 percent. □

INCFO lists 27 invoice elements for SAUs

The Institute of Newspaper Controllers and Finance Officers has issued definitions for the 27 elements it recommends newspapers include, as a minimum, on their ad invoices as part of the expanded Standard Advertising Unit system.

The elements were defined by INCFO's Advertising Liaison Committee after confusion developed over the meanings of some of them [presstime, Jan. 1983, p. 14].

INCFO also said that while recommending that newspapers use all 27 elements, it recognizes that some newspapers may not be able to do so because of particular data processing situations and other constraints.

Copies of the definitions were sent to INCFO members and to state and national newspaper organizations. Additional copies are available from INCFO, P.O. Box 17573, Dulles International Airport, Washington, D.C. 20041. □

INAME moving to Reston

A ninth newspaper organization has decided to move its headquarters to The Newspaper Center. The International Newspaper Advertising and Marketing Executives will relocate from offices in Danville, Ill., to the Reston, Va., building.

According to an announcement by outgoing INAME President Leo L. Kubiet, an increase in the association's membership services has dictated the need for additional space and office staff, but its Danville building and land do not "offer the possibility of suitable expansion."

Kubiet, advertising director for the St. Petersburg Times and Evening Independent, said the move "puts INAME right in the center of newspaper business activities, enhances the association's visibility and prestige, and will provide us ample space for future growth."

He said the transfer will be made in August or September following the INAME summer sales conference. The INAME "staff nucleus" has agreed to relocate, he said. The association has 10 full-time employees.

At The Newspaper Center, construction will begin immediately to convert what is now unfinished space into offices, said Thomas C. Fichter, ANPA senior vice president and deputy general manager. The area to be occupied is between the original structure and the new, $6-million addition that was dedicated in December [presstime, Jan. 1984, p. 56].

The Association of Newspaper Classified Advertising Managers, whose offices also are in Danville but not in the same building as INAME, has been studying the feasibility of moving to The Newspaper Center. Its Long Range Planning Committee was scheduled to report on findings and possibly make a recommendation at the Jan. 27 midwinter meeting of the ANCAM Board of Directors. ANCAM has one part-time and two-full time employees.

Besides housing all ANPA, ANPA Foundation and ANPA Credit Bureau Inc. functions, The Newspaper Center is home for the American Society of Newspaper Editors, the Institute of Newspaper Controllers and Finance Officers, the International Circulation Managers Association, the International Newspaper Promotion Association, the Japan Newspaper Publishers Association, the Newspaper Personnel Relations Association, the Society of Newspaper Design and the World Press Freedom Committee. □

Liberal arts tradition backed at J-education 'summit'

BY TIM TALEVICH

The question of "When will justice come to Athens?" is seemingly more characteristic of a discussion among Greek philosophers than among 22 of America's journalism and mass communications education experts. Yet that phrase, and the notions it represents, was a predominant topic in a "national summit" on the future of journalism education Jan. 12-13 in Eugene, Ore.

The participants, including both educators and journalism professionals, were invited to Eugene by Everette Dennis, dean of the University of Oregon School of Journalism and president of the Association for Education in Journalism and Mass Communication, as part of his two-year program to develop a strategic plan for journalism and communications education.

Information from the summit will become part of Dennis' final report on the future of mass communications education, scheduled to be completed in mid-March. The project is supported by a $64,900 grant from the Gannett Foundation and by a $16,000 grant from the Northwest Area Foundation.

Talevich is a reporter for the Journal-American in Bellevue, Wash., and a magazine free-lance writer.

Participants in the Eugene meeting did more to spotlight the immense number of challenges journalism education faces than to draw a conceptual road map for education in a time of radical change in the communications industry. But among the diversity of topics discussed—and generally reaffirmed—was the importance of retaining a strong liberal arts tradition in mass-communications education.

Also agreed upon was the notion that journalism educators should assume a greater role in today's society that places heavy emphasis on information.

As Athens fades farther into the past in an age of computer, satellite and cable-TV technologies, the need for a critical journalist increases, several educators indicated.

James Carey, dean of the College of Communications at the University of Illinois, said communications students should develop a broad view of their craft beyond skills training.

"When a certain skill is divorced from any other of the larger purposes that are presumably what we are tying to cultivate in this civilization, there is a real danger," Carey argued. He said that universities should pare away "credit inflation" in liberal-arts curricula and that students should be more like Greek philosophers, raising questions about society and about what man could become.

"The journalist of today must have a broad grounding, and he gets that in the college of liberal arts," echoed Claude Sitton, vice president and editor of The News and Observer in Raleigh, N.C.

Sitton said mass communications students should take humanities, business, biology and other courses to become exposed to the subjects they someday may write about. He argued against erosion of the "25:75" ratio, which means that roughly 75 percent of a journalism student's class load should be courses in the liberal arts and sciences.

However, concern was voiced over how students with strong liberal arts backgrounds would be accepted by journalism's professional community, overall, most of whose members might choose good writers over philosophers. "I want to see my (current) students 10 years from now, continuing to be thoughtful communicators," said Mary Ann Yodelis-Smith, associate vice chancellor and journalism professor at the University of Wisconsin. But some professionals, unlike Sitton, "might not agree on that kind of curriculum," she added.

Several educators and professional journalists did agree that journalism programs should assume a more important role within the university. A major force shaping society today is the obtaining and disseminating of information, and the

Kevin Clark, Eugene Register-Guard

Members of the task force on the future of journalism and mass communications education convene in Eugene to discuss the issues facing education in a society that places much importance on information. David Sibbet, a group graphics expert from San Francisco, charts the discussion for the task force.

journalism program is best equipped to educate students in an "information society," they said.

Task force members deemed the topic important enough to draw up a carefully worded set of statements reflecting mass communications' importance in today's university and society.

The statement reads: "Journalism and mass communications are central to the functioning of contemporary society. Therefore, understanding them must be central to the mission of the university.

"The journalism and mass communications unit must be the principal locus for the university's teaching, research and service activities in this field because those schools have the strongest and most comprehensive traditions.

"The journalism and mass communications unit should have a place in the structure of the university that assures a strong voice in selection of faculty and students and decisions about the faculty and curriculum."

Oregon's Dennis said research has indicated that journalism departments grew from small programs in the 1950s to crowded, competitive units in the 1970s. But while enrollments grew and communications programs generated revenues for the university, those programs have been given little priority in budget allocations. Also, the deans and leaders of communications programs traditionally have had little voice or esteem in the university hierarchy, he noted.

The result is that journalism administrators have not been able to control their curricula or the students coming into the program, Dennis said. He also said that journalism educators must convey the importance of their programs to others within the university.

Aided by group-graphics expert David Sibbet of San Francisco, who facilitated the discussion by highlighting key arguments on large posters in front of the group, participants touched on a number of issues affecting the future of journalism education:

• *Curriculum: Craft or concept?* Educators have long grappled over the question of how much emphasis should be placed on skills training and how much should be placed on concepts and theory and management.

Advocating the need for a program emphasizing hands-on experience was Ralph Lowenstein, dean of the College of Journalism and Communications at the University of Florida. That school, which has traditionally been a leader in teaching technology, has "a dream of being ahead of the industry—not behind, as usual—and perhaps even lead industry into new areas," he said.

However, several educators responded that they wanted students who can change the system, not just push the proper buttons.

Sharon Murphy, associate professor in the School of Journalism at Southern Illinois University, said a technically oriented curriculum is too concerned with the "laying on of techniques" and not concerned enough with teaching students how to learn.

"We need people who can stretch the media, stretch the ideas of the profession," Murphy said. "By graduating those who are only ready for their first job, we're cheating ourselves."

The problem with selecting an effective curriculum has been compounded during the past several years by the fact that most educators have not had time for reflection, Dennis said. Consequently, there has not been enough time for reform or for educators to think about what they're doing in an age marked by rapid industry changes.

• *The relationship between academia and professionals.* How the ivory tower should relate to the "green eyeshade" has been debated since the inception of mass-communications programs.

At the Eugene meeting, the debate arose in response to a report by Richard Cole, dean of the School of Journalism at the University of North Carolina, who said his school benefits from the $1.5-million endowment established by area newspapers.

Cole said the relationship still gives journalism students and faculty the freedom to examine and criticize the industry's performance, but other educators questioned whether such criticism would be possible. Who would bite the hand that feeds? they asked. Cole responded that the school and the newspapers bite each other all the time, but it was suggested by his critics that the "bite was not a very hard one."

• *Who should teach?* Students entering journalism and mass communications programs have often found that the experienced practioner on the faculty lacks knowledge of theory and perspective, while the scholar lacks advice that comes only from experience. The best teacher is one who combines theory and practice in the classroom, several educators said.

Richard Gray, dean of the School of Journalism at Indiana University, compared the teacher who has failed to learn theory to a musician who learned to play by ear. Such musicians are good, but those versed in theory are usually better, Gray said. □

Foundation to give grants for educators to attend seminars

ANPA Foundation this year will make available 10 grants of $300 each to help journalism educators attend ANPA-sponsored seminars.

The grants were recommended by the Cooperative Committee on Journalism Education, composed of representatives of the Foundation and of the Association for Education in Journalism and Mass Communication.

According to Judith D. Hines, the Foundation's vice president and director, the committee discussed the possibility of seeking a special Foundation seminar for journalism eduators.

But it concluded that the educators would get more information and better exposure to the current concerns of newspaper professionals by joining them at their seminars, she said.

The grants may be applied toward any of the more than two dozen seminars ANPA has scheduled for the remainder of the year. The seminars address such topics as marketing, personnel practices, newsroom leadership, promotion and a variety of production areas. Registration fees range from $250 to $1,900.

Only one educator from a school may receive a grant. Applications must be accompanied by an endorsement by the chairman of the department or school. For more information, contact Hines at The Newspaper Center. □

Education conference Feb. 19-20 in Reston

ANPA Foundation will host the Conference for Professional Support of Journalism Education Feb. 19-20 at The Newspaper Center. The annual event provides representatives of journalism organizations with a forum to discuss journalism education.

Among the speakers will be University of Illinois communications dean James W. Carey, chairman of a committee revising journalism accrediting standards. □

J-school enrollment unchanged; interest in advertising grows

Enrollments in U.S. collegiate journalism programs are holding steady, according to Professor Paul V. Peterson of the Ohio State University School of Journalism.

Peterson, who conducts an enrollment study annually for the Association for Education in Journalism and Mass Communication, found that enrollments declined a "statistically insignificant" 0.2 percent in the 1983-84 academic year from year-earlier levels.

He based that conclusion on a comparison of enrollments at larger journalism schools—those with at least 500 majors—which have participated in his survey for three years.

In all, 201 schools responded to Peterson's latest survey. They reported a total of 86,531 journalism majors. In 1982, 216 schools responded and reported a total of 91,016 majors [presstime, March 1983, p. 24].

Peterson found that the composition of the journalism student body was only slightly changed, with the percentage of women at 58 percent, down less than 1 percent from the previous year, and the percentage of minority students at 8.19 percent, up from 7.5 percent.

Peterson said the number of doctoral students rose "considerably."

The only sequence of study showing an enrollment increase was advertising, he said, with the others—news-editorial, public relations, broadcast news, and radio/television general—declining very slightly.

"Things are pretty much the same as they have been for the past couple of years," according to Peterson.

A separate study on advertising enrollments confirmed Peterson's findings.

Donald G. Hileman, dean of the College of Communications at the University of Tennessee, and Billy I. Ross, chairman of the Department of Mass Communications at Texas Tech University, found that the number of college students majoring in advertising reached an all-time high of 15,892 in 1983. It reflected a 6-percent increase in advertising enrollment over the previous year.

They also said the number of advertising graduates increased last year by 4 percent to 4,942.

Findings were based on information obtained from 86 colleges and universities in 42 states.

Their study is summarized in a 24-page booklet entitled, "Where Shall I Go to College to Study Advertising," available for $1 from Advertising Education Publications, 3429 55th St., Lubbock, Texas 79413. □

NIE conference set March 21-23

The 1984 ANPA Foundation Newspaper in Education conference will be March 21-23 in Denver.

Among topics for discussion will be marketing the newspaper-in-the-classroom concept, using the newspaper to teach reading and English as a second language, observing NIE Week, relating NIE to minimum competency standards for students, and helping high school journalism advisors.

Registration is $260 ($280 after Feb. 25) for employees of newspapers and educational organizations, and $375 for commercial firms that provide NIE materials and services. This covers all materials plus three meals. Accommodations at the conference hotel, the Denver Hilton, are extra.

For more information, contact Pam Clancy of the Foundation at The Newspaper Center. □

7 countries to observe NIE Week March 5-9

The second National Newspaper in Education Week will be observed March 5-9. Newspapers in all 50 states and all 10 Canadian provinces, as well as in Belgium, Holland, South Africa, Australia and Hong Kong, will participate.

The project, cosponsored by ANPA Foundation and the International Reading Association, provides an opportunity for newspapers, reading councils, state press associations and school districts to promote reading habits through newspaper use [presstime, April 1983, p. 29].

NIE Week promotion packets have been sent to daily newspapers. Additional sets are available free from the Foundation at The Newspaper Center. NIE curriculum packets are available for $10 each from IRA at 800 Barksdale Road, Newark, Del. 19714.

Foundation publishes two new guides for NIE programs

Several new publications and guides for the Newspaper in Education program have been published by ANPA Foundation.

They are:

- Minimum Competencies Assessment in Reading and The Use of Daily Newspapers to Teach These Competencies, a 33-page guide written by Edward F. DeRoche, dean of the School of Education at the University of San Diego. It explains minimum-competency standards in 32 states and outlines test similarities and differences, as well as which test items can be related to newspaper content. The guide also shows how the newspaper can be used to teach reading. Cost is $2.
- Using the Newspaper in Secondary Social Studies, a 56-page activity guide for use in geography, government, American history and economics courses. Written by John Guenther, chairman of the Social Studies Department at the University of Kansas, the guide includes a camera-ready set of teacher worksheets. Cost is $20.
- NIE Bibliography, listing more than 130 NIE-related publications for teachers and students. It provides information on format, content, grade level, price and distribution source. There is no charge for a single copy; multiple copies cost $1 each.

The materials can be obtained by contacting the Foundation at The Newspaper Center. □

ABC shows circulation at all-time high

Circulation of U.S. daily newspapers grew by nearly a million copies a day in 1983 to a record 63,148,669, an increase of 1.6 percent, according to an annual study by the Audit Bureau of Circulations. The previous high, recorded exactly a decade earlier, was 62,605,401.

ABC counted 1,727 U.S. daily newspapers, a total unchanged from 1982.

As usual, the audit bureau's year-to-year comparisons of the number of U.S. and Canadian daily newspapers differ from that in ANPA's annual report of newspaper starts and stops (see story, p. 51). Its circulation figures also have differed in previous years from those compiled by Editor & Publisher magazine. E&P's figures will be released later in the year.

There are several reasons for the discrepancies, including differences in definitions as to what constitutes a daily newspaper, sources of data and the time period examined.

ABC counted:

- 432 morning papers, an increase of 26 from 1982. Morning circulation was 30,976,627, up by 2,040,032.
- 1,266 evening papers, 23 fewer than the year before. Circulation was 25,777,155, down by 750,616
- 758 Sunday newspapers, an increase of 17 over 1982. Circulation was 56,305,701, up by 288,935.

According to Charles O. Bennett, ABC vice president of communications, an error was found in the 1982 newspaper count. There were nine more daily (evening) and nine more Sunday newspapers in 1982 than had been reported [presstime, Feb. 1983, p. 33]. Circulation totals for 1982 were not affected by this mistake, he said.

As for Canadian daily newspapers, ABC said total circulation fell 1 percent—by 53,061 copies a day—to 5,285,399. □

Advice issued on TEFRA

The Internal Revenue Service still has not issued guidelines on how specific businesses, such as newspapers, are affected by new reporting requirements under the Tax Equity and Fiscal Responsibility Act of 1982.

In the interim, the ANPA Legal Department is forwarding newspapers the advice of private legal counsel that newspapers "appear to be covered" by some provisions of TEFRA [presstime, Dec. 1983, p. 39].

TEFRA's section 312 requires businesses, by Jan. 31, to give a copy of their IRS Form 1099-MISC to "direct sellers" who purchased more than $5,000 worth of consumer products for resale in 1983. Businesses are required to file their copy of the form with the IRS by Feb. 28.

The law also reaffirms a previous requirement for reporting payments by businesses of $600 or more per year for "services."

Pamela Riley, ANPA assistant general counsel, said the Association's private tax counsel in Cleveland has concluded that carriers could come under either the "direct seller" or "services" provisions, depending upon a newspaper's distribution arrangement. The legislation does not require tax withholding.

TEFRA has been the subject of confusion for newspapers since it was passed late in 1982. The section in question was intended to cover door-to-door sellers of household products. It was not clear whether it applied to newspapers. □

Davis named ICMA training director

James C. Davis III, a 33-year circulation veteran of The Washington Post, has joined the International Circulation Managers Association as its first training director.

Davis, 55, is responsible for organizing more ICMA training seminars, developing and maintaining training materials, serving as liaison with other organizations and performing other administrative functions.

He held a variety of circulation positions at the Post, the most recent of which was circulation administrative director. The ICMA fulltime staff now numbers four. □

NAB reports map changes in content

More than six out of 10 daily newspapers have made substantial changes in content since 1979, according to a study by the Newspaper Advertising Bureau.

Most frequently reported were increased coverage of business (45 percent of the papers surveyed) and sports (40 percent). Four times as many papers increased their ratio of local and state coverage to national news as shifted in the opposite direction.

The study concluded that because "innovation is most widespread" among larger papers, the reported content changes actually affected 76 percent of weekday circulation.

Even more pervasive than changes in content were changes in graphics or layout.

Since 1979, seven out of 10 papers representing 79 percent of total daily circulation reported major changes in this area, NAB reported.

The study of weekday editions was based on questionnaires completed by 1,310 daily newspapers representing 77 percent of all U.S. dailies and 90 percent of total circulation.

A separate Sunday/weekend study was based on questionnaires completed by 572 of the 768 Sunday/weekend editions published in the United States

It concluded that for Sunday and other weekend editions, "sectionalization is a basic fact of life."

More than half of the papers surveyed said they carried sections on the following subjects: main news (85 percent), second news sections, which are usually local news (51 percent), comics (84 percent), sports (82 percent), TV section or TV magazine (72 percent), lifestyle or women's news (72 percent), and business/finance (51 percent).

The study also includes an inventory of standing features or columns, useful to advertisers and agencies who position ads aimed at specific types of readers.

The studies were conducted by NAB for the Newspaper Readership Project, a six-year, industry-wide program that formally ended last year.

Copies are available for $2.75 each from the Research Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. □

Strike activity lowest since 1951

Last year tied the 1951 record for the fewest newspaper strikes in North America since ANPA began keeping an annual summary nearly a half-century ago.

There were just three strikes in 1983, involving two dailies and one weekly:

- Members of the International Typographical Union walked out at The Leader-Herald of Gloversville, N.Y., on Nov. 3 over a renewal contract for printers and an initial labor agreement for pressmen. A settlement was reached Nov. 10.
- The Newspaper Guild struck The Toronto Star Oct. 26-30 over a new contract for editorial and commercial employees.
- The Guild struck the weekly New York Amsterdam News on Feb. 1. Agreement on a new contract was reached July 7.

All three papers continued publication and distribution during the strikes.

In 1982 there were but two brief strikes against U.S. dailies. There were, however, six strikes in Canada that year.

Newspaper labor specialists doubt that improved economic conditions will bring an increase in strike activity this year. "I would be surprised if there is a significant increase in strikes in 1984 just because of an improved economy," said Don K. Moeller, director of industrial relations for Copley Newspapers/Illinois.

Two ITU strikes that predate 1983 are still going on. The News of Paterson, N.J., has been struck since Feb. 10, 1981, and The Evening Tribune of Welland, Ontario, since Oct. 6, 1982 [presstime, Dec. 1983, p. 44]. Both papers continue to publish.

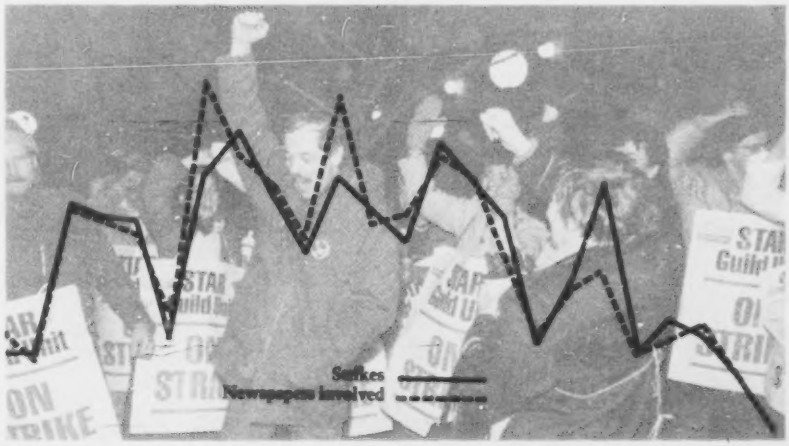
In the Paterson strike, a decision from the National Labor Relations Board is expected soon. An administrative law judge recommended in September 1982 that the board order the newspaper to reinstate the strikers, who are represented by the Newark Typographical Union.

Last Dec. 19, the NLRB issued a statement in response to the ITU local's claim of an unwarranted delay, noting that the case "is extremely complex" and that the board "has been making every effort to render a sound, expeditious decision in this case and will continue to do so."

A third strike that carried into 1983 was settled during the year. It had begun in 1977 against Madison Newspapers Inc., publisher of The Capital Times and the Wisconsin State Journal. A compromise settlement was reached with two ITU locals and a local of the Graphic Communications International Union.

—Clark Newsom

North American newspaper strikes (1960-83)



Alberto Pacheco

ITU's McMichen appeals ruling on election

International Typographical Union President Joe Bingel won the first round in his challenge of the Nov. 16, 1983, election in which First Vice President Robert S. McMichen was the unofficial winner.

Bingel has alleged, among other things, that several local unions violated a provision of the Landrum-Griffin Act that forbids the use of money collected from dues to promote a candidate for union office [presstime, Jan. 1984, p. 50].

At least five locals, including New York Typographical Union No. 6, used their local newspapers to support the McMichen political effort.

The union's five-man international canvassing board accepted the opinion of former U.S. Labor Secretary W. Willard Wirtz that McMichen's supporters had violated the federal law and that another election was necessary.

The board directed that the new election be held "shortly after" March 31. In the interim, Bingel will continue to serve as president.

However, McMichen has appealed the board's decision to the five-member executive council. Observers do not expect that appeal to be successful. Under ITU law, McMichen could ultimately appeal to the 1984 ITU convention Sept. 8-14 in Atlantic City.

The official tablulation of ballots showed McMichen receiving 26,855 and Bingel 21,935.

In related actions, the board Jan. 19 overruled challenges to the election of Robert L. Wartinger and Raymond E. Brown as vice presidents. The board earlier had declared incumbents Vice President Allan J. Heritage and Secretary-Treasurer Thomas W. Kopeck re-elected. McMichen has appealed the election of all the vice presidents to the council, whose members are now Bingel, Brown, Heritage, Kopeck and Wartinger. McMichen is out of office pending his appeals, having been replaced as first vice president by Heritage.

Meanwhile, no date has been set for a special convention that was to have been convened early this year to consider a proposal for an ITU merger with the Teamsters. Bingel and Kopeck did meet with Teamsters President Jackie Presser Jan. 13 in Washington. "The talk was purely financial," Kopeck said later. □

Conference gets positive report on ITU pension plan

The International Typographical Union Negotiated Pension Plan is "in excellent financial condition" and actuarially sound, according to a speaker at the fifth annual ANPA Labor and Personnel Relations Conference.

"In a nutshell," said Roy O. Kopp, vice president and business manager of The Plain Dealer in Cleveland and one of five employer trustees of the plan, "there is no rational basis for concern on the part of any contributing employer to the ITU NPP regarding any contingent liability."

Kopp's remarks came during one of the conference's seven panel discussions that also focused on these other topics: independent contractors, employee benefits cost-containment, the current labor scene, employee appraisals, health and safety issues, and anti-discrimination legislation.

In another area, Mark A. Hutcheson, a Seattle attorney, noted that the labor law issues that develop when a newspaper gets into electronic publishing "are just beginning to emerge." The resolution of such issues may determine the economic feasibility of the enterprise, he said.

A Washington attorney, Lawrence T. Zimmerman, discussed the legal effects on employers of the recent merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union into the Graphic Communications International Union. "In the days to come," he said, "it can be expected that an array of questions will arise as the practical problems stemming from the merger take concrete shape."

Among the other speakers at the Jan. 8-11 conference in Phoenix were Wayne L. Wright, vice president/human resources for Nissan Motor Manufacturing Corp. USA, and George B. Munroe, chairman of Phelps Dodge Corp.

Copies of the presentations by Kopp, Hutcheson, Zimmerman, Wright and Munroe are available from the ANPA Public Affairs Department at The Newspaper Center.

More than 115 executives participated in this year's conference. The 1985 conference will be in Florida during the week of Jan. 6. □

Cleveland attorney John A. Zangerle prepares to answer question from the audience during panel discussion of work place health and safety issues while Robert E. Brophy of Scripps-Howard Newspapers looks on.

Recent contract settlements

Denver Post, Guild: Three-year agreement covering editorial and commercial employees; retroactive to Oct. 1, 1982.

Los Angeles Herald Examiner, GCIU: Three-year plant-wide agreement; retroactive to March 6, 1983.

Philadelphia Inquirer and Daily News, Teamsters: Three-year agreement covering drivers; retroactive to Oct. 1, 1982.

San Jose (Calif.) Mercury and News, Teamsters: Forty-two-month agreement covering drivers; retroactive to Jan. 1, 1983.

(Details in February 1984 ANPA Labor & Personnel Relations Letter.)

Former UPI employees charge discrimination based on age

A group of former management and administrative employees has filed a lawsuit alleging that United Press International engaged in age discrimination a year ago when it dismissed them.

The class-action suit, which seeks reinstatement, back pay and benefits, was filed Jan. 6 with U.S. District Judge Abraham D. Sofaer in the Southern District of New York.

There are 14 named plaintiffs and 42 other people who are members of the class, according to one of their attorneys, John L. Van Horne.

The federal Age Discrimination in Employment Act covers employees between the ages of 40 and 70.

A spokesman for the wire service said the case "has no merit. UPI does not discriminate on the basis of age."

The suit grows out of actions tied to a company reorganization in which a number of positions were eliminated [presstime, March 1983, p. 49]. □

Suit tentatively settled

A class-action lawsuit charging The Detroit News with sex discrimination has been tentatively settled, with the newspaper agreeing to pay $330,000 to the plaintiffs and their attorneys.

The four named plaintiffs in the case represented 90 women who will share in the settlement, which U.S. District Judge Avern Cohn said he will make final on Feb. 13.

Class members include all women employed in non-management positions on the editorial staff since Feb. 29, 1976.

The suit was filed in 1979. □

Newspaper implemented new rules too early, according to NLRB judge

The Eugene (Ore.) Register-Guard violated the Taft-Hartley Act by prematurely implementing some new work conditions, a National Labor Relations Board administrative law judge recently ruled.

According to Judge Jay R. Pollack, the company violated the law by unilaterally imposing the new work conditions before an impasse was reached in bargaining for a new labor agreement with Typographical Union No. 496.

At issue were five posted conditions related to holidays, substitute hiring, substitutes' benefits, and employee vacations and personal leave days.

The newspaper did not appeal Pollack's order to bargain on "all proposed changes in the terms and conditions of employment." Recently, an agreement on a new contract was reached.

The case arose during bargaining for a contract to replace the one that expired Nov. 17, 1982. Pollack noted that the negotiations differed from previous ones at the newspaper because for the first time the company was seeking "rollbacks," or what the union termed "massive takeaways."

According to Pollack, the company sought economic relief from the last bargaining agreement because of a business slump in Eugene. Advertising linage had decreased about 40 percent and circulation had not increased since 1979.

The company posted the new work conditions Jan. 18, 1983. The ITU subsequently filed charges with the NLRB alleging that these new conditions had been imposed without giving the union an adequate opportunity to negotiate.

When negotiations reach an impasse, Pollack noted, an employer is free to implement changes in employment conditions unilaterally, so long as the changes have previously been offered to a union as a bargaining proposal.

Whether a deadlock in bargaining exists is a matter of judgment, he said, but he found that the union's willingness to make some concessions suggested a willingness to make further concessions in order to reach an agreement. "It appears to me that the union was quite candid in conveying (to the company) that if the union could keep its work jurisdiction intact, it would be willing to make concessions in other areas," the judge added.

From the beginning of the negotiations, Pollack said, the company had declared an impasse on an issue-by-issue basis while the union objected to piecemeal deadlocking. He said it was not until the NLRB hearing that the company "refined its position" to say that the impasse on the five particular issues made the prospect of a total agreement a virtual impossibility.

"At the time impasse was declared, meaningful bargaining was continuing," he found.

"In its haste to place in effect cost-saving measures," he said, the company had declared an impasse when one had not yet developed. The company's economic motivation did not "privilege its unlawful unilateral action," he held.

(Guard Publishing Co. and Eugene Typographical Union No. 496, JD-[SF]-267-83) □

NLRB elections

Boise (Idaho) Statesman, IBT: Local 483 of the Teamsters failed to obtain the required majority of votes to represent a bargaining unit of custodial/maintenance employees. The vote was 3-3.

(NLRB Case No. 19-RC-10839)

Gary (Ind.) Post-Tribune, Guild: Advertising department employees voted 33-15 in favor of representation by the Gary Newspaper Guild.

(NLRB Case No. 13-RC-16324)

Houston Chronicle, GCIU: Photoengravers voted 25-23 in favor of continued representation by Local 265 of the Graphic Communications International Union.

(NLRB Case No. 23-RD-531)

Norfolk (Va.) Virginian-Pilot and Ledger-Star, Guild: Editorial department employees voted 105-88 in favor of representation by the Hampton Roads Newspaper Guild.

(NLRB Case No. 5-RC-12107)

Newspaper Guild held entitled to receive evaluation reports

The New York Times should be ordered by the National Labor Relations Board to furnish Local 3 of The Newspaper Guild with certain information requested by the union, Administrative Law Judge Howard Edelman has concluded.

Part of the information concerns copies of job-evaluation reports on a person working as a payroll checker in the general accounting department. The other data are related to the company's involvement in electronic publishing ventures.

It was the second time around for the job-evaluation-reports issue. In 1982, the board found that another NLRB judge had erred in dismissing a complaint against the company, in which the union sought the employee's evaluation reports. The board ordered the new hearing at that time [presstime, Jan. 1983, p. 35]. The charges involving electronic publishing were consolidated with the other case.

Edelman said the union was entitled to the names, job titles, departments and salary groups of all Times employees performing work related to videotex experiments with companies such as CompuServe. He noted that the board has previously upheld unions' requests for information when it "is reasonably necessary in order to administer a collective bargaining agreement and determine whether there are infractions of said agreement."

The union was entitled to the information even if the employees were not in the Guild bargaining unit, he ruled.

(The New York Times Co. and Newspaper Guild of New York, JD-[NY]-124-83) □

Mailroom cleanup assignment affirmed

The NLRB has upheld The New York Times in its assignment of mailroom monitoring and cleanup work to employees represented by Mailers' Union No. 6.

The Newspaper and Mail Deliverers' Union had claimed the work belonged to its members.

The jurisdictional dispute between the two unions arose at the company's Carlstadt, N.J., plant. The board upheld the work assignment on the basis of past practice.

(Newspaper & Mail Deliverers' Union of New York & Vicinity and New York Times Co. et al., 268 NLRB No. 55) □

New Common Market quotas could affect prices here

North American newspaper publishers are watching with interest a tiff involving Canada's newsprint manufacturers and the European Common Market. The outcome could affect newsprint prices in the United States and Canada.

The Common Market, officially the European Economic Community, decided last Dec. 19 to impose new import quotas on duty-free newsprint. The EEC foreign ministers provisionally reduced the amount of newsprint that can be imported duty-free from 1.5-million metric tons a year to 500,000.

In a related action, the EEC on Jan. 1 started giving Scandinavian-produced newsprint (primarily Swedish and Finnish) preferential treatment over newsprint made in other non-EEC countries. The Scandinavian newsprint is treated as an EEC commodity and is not subject to any duties.

Of the 2.7-million metric tons of newsprint the nine Common Market countries import annually, about 2 million tons have been from Scandinavia and about 700,000 tons from Canada.

Thus, the effect of the EEC actions will be to subject at least 200,000 metric tons of Canadian newsprint to a 9-percent tariff, whereas before it was exported duty-free. The tariff could be reduced to 4.9 percent if the Canadians agreed to "waterline" their newsprint—that is, produce it with a certain imperfection, something to which they are adamantly opposed.

While 200,000 tons represents a small portion of the 10-million tons of newsprint the Canadians produce each year, observers say the figure becomes significant when put into the perspective of the world newsprint market: The Canadians have been increasing their production capacity the last five years, but many other countries in the same period have been increasing both their capacity and production. Because of that, the market for Canadian newsprint has been shrinking steadily.

Thus, the Canadian newsprint manufacturers are faced with a situation of having to try to sell a greater amount of newsprint to a smaller market. On top of that, they are simultaneously trying to raise the price of their product.

On March 1, most West Coast producers plan to raise newsprint prices from $468.50 to the $500 level being charged by other Canadian producers. But experts point out that widespread discounting continues throughout the industry, making the actual price of newsprint somewhat lower.

The experts say the prospect of having an additional 200,000 tons of newsprint on the market will at least apply pressure on manufacturers to maintain current prices.

The EEC-related developments occur just when it seemed the Canadian newsprint companies finally might be rebounding from the recession and from heightened competition posed by U.S. mills. —*Paul Kruglinski*

Labor impasse continues

Labor contracts that expired June 30, 1983, still have not been renegotiated between four Canadian newsprint mills and two unions: the Canadian Paperworkers Union, and the Pulp, Paper & Woodworkers of Canada.

Should the standoff continue until April 30, almost nine million metric tons or about 88 percent of the total Canadian newsprint capacity could become vulnerable at that time. That's because a large number of contracts at other mills are scheduled to expire on that date [presstime, Jan. 1984, p. 45].

In the seven-month-old stalemate at four British Columbia mills, the CPU and the PPWC have rejected the industry's proposed three-year contract, and no further meetings were scheduled until the end of January.

The newsprint companies have unanimously agreed to engage in a lock-out unless a settlement is reached. Under Canadian law, companies must give 10 days' notice before implementing a lock-out.

Talks have started between the CPU and Rothesay Paper Ltd., St. John, New Brunswick. The contract for one of the union locals expired Dec. 31, 1983. The contract for the other local expires June 30, 1984.

In the United States, meetings were in progress between the United Paperworkers International Union and two newsprint companies: Augusta Newsprint, Augusta, Ga., and FSC Paper Corp., Alsip, Ill. Meanwhile, talks have started between the UPIU and St. Regis Paper Corp., Sheldon, Texas, where their contract expired Dec. 31. □

NEWSPRINT NOTES

• International Paper Co. said it is **withdrawing from the production of newsprint.** IP's newsprint machines at its Pine Bluff, Ark., mill will be shut down permanently at the end of this month. The annual capacity of these machines was about 170,000 metric tons. Production of other grades of paper will continue at the mill.

The company plans to discontinue production of newsprint at its Mobile, Ala., mill in early 1985. This capacity loss will amount to about 110,000 metric tons a year. Until then, the Mobile mill is expected to supply newsprint to Pine Bluff customers, with the company absorbing the additional freight charges.

IP plans to increase production of white paper used for envelopes and business forms at the Mobile mill [presstime, Dec. 1981, p. 33].

• North Pacific Paper Corp., Southwest Forest Industries, Crown Zellerbach Corp. and Garden State Paper Co. have followed MacMillan Bloedel Ltd. in **raising newsprint prices** to Western U.S. customers by 6.7 percent, effective March 1. Their prices will increase from $468.50 to $500 a metric ton [presstime, Jan. 1984, p. 46]. Garden State Paper will increase its price from $434 to $464 a metric ton on that date. According to sources, North Pacific Paper and Southwest Forest will continue to offer a 5-percent discount to volume customers.

Statistics delayed

Newsprint statistics for December were not available at press time. They will be published in the March issue.

'84 Conference to focus on 'Issues and Answers'

Impact '84—Issues and Answers" will be the theme of the 56th annual ANPA Operations Management Conference & Exposition June 9-13 at the Georgia World Congress Center in Atlanta.

Conference Director Peter P. Romano said "the Conference will address the impact of important issues now facing the newspaper business. We're going to try to provide answers to those issues."

Romano, who is director of technical services for ANPA, said the Conference & Exposition is shaping up as a record breaker. The Association has received reservations from more than 200 manufacturers of newspaper supplies for over 230,000 square feet of exhibit space, an amount that exceeds last year's Las Vegas show by almost 25,000 square feet [pressstime, July 1983, p. 5].

Because of the size of the show, the Exposition will occupy not only the hall where the 1980 show was held, but also two-thirds of an adjoining hall that was recently built.

Romano said he expects attendance to equal or surpass last year's figure of just over 10,500.

ANPA has reserved 5,300 rooms at 12 Atlanta hotels during the Conference & Exposition. The Hyatt Regency Atlanta and the Atlanta Hilton will serve as the co-headquarters hotels. The others are the Atlanta American, Atlanta Marriott, Days Inn, Downtowner Motor Inn, Holiday Inn Downtown, Ladha Downtown Hotel, Omni International, Ritz-Carlton Atlanta, Sheraton Atlanta and the Westin Peachtree Plaza. Shuttle bus service will be provided between the hotels and the Georgia World Congress Center.

Housing forms will be mailed out in early March and will be processed through the Atlanta Convention and Visitors Bureau.

Registration fee will be $25 and covers admission not only to the five-day trade show but also to the three days of program sessions, which also will be at the World Congress Center.

In keeping with the Conference theme, nearly all the sessions will be divided into speakers on the issues side and on the answers side. The tentative schedule, as developed by the Conference & Exposition Arrangements Committee, is as follows:

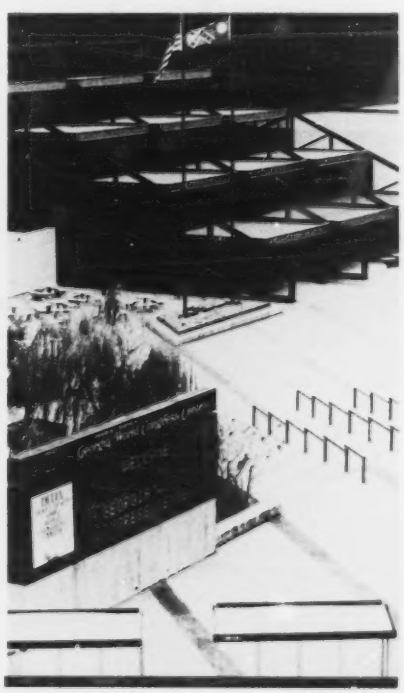
Monday, June 11

In a departure from the past several Conferences, the opening session will continue throughout the morning rather than give way to symposia. Committee members believe the issues the session will address are of such magnitude that an extended program is necessary.

Arrangements Committee Chairman Kenneth C. Bronson, vice president of Stauffer Communications Inc., Topeka, Kan., will chair the opening session, which will include an address by the ANPA chairman and president.

Subsequent sessions on the issues of distribution will address "Where We Stand Now," "The Post Office Point of View," "Marriage Mail" and "The Advertisers' Wants and Needs."

The sessions on the answers to distribution problems will feature "Strategic Packaging and Pricing," "Covering the Market," "Putting Research to Work for You," "Setting Up and Maintaining Subscriber/Non-subscriber Lists," "On-Line Inserting" and "Off-Line Inserting."



Georgia World Congress Center

Tuesday, June 12

A general session chaired by Joseph M. Ungaro of Westchester Rockland Newspapers Inc., White Plains, N.Y., will focus on color and product quality.

The sessions on issues will delve into "Our Color World," "The Agencies' Needs," "An Editor's Perspective," "An Ad Director's Perspective," "A Publisher's Perspective" and "The Production and Operations Perspective."

Three concurrent symposia offering answers to those issues will cover:

- "Color—A Systems Approach," chaired by Norman P. Dusseault, operations manager of the Times Publishing Co., St. Petersburg.
- "Environmental Concerns," chaired by Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee.
- "Electronic Publishing," being arranged by the ANPA Telecommunications Committee.

Wednesday, June 13

A general session chaired by Larry Strutton, vice president/operations at the Los Angeles Times, will focus on operational efficiency.

The sessions on issues will highlight "Electronic Systems," "Press Decisions," "Pagination: CPU to Plate/Film," "Personal Computers—Networking" and "Telephone Systems and Communications."

The three concurrent symposia will answer with:

- "Presses," chaired by John Sacchia, national production manager of Hearst Newspapers and chairman of the ANPA Research and Development Committee.
- "Newsrooms," chaired by Thomas W. Jobson, managing editor of the Asbury Park (N.J.) Press.
- "Personal Computers," chaired by Thomas P. O'Donnell, president and publisher of the News and Sun Sentinel Co., Fort Lauderdale, Fla.

Hours

On Saturday and Sunday, the Exposition will be open from 11 a.m. to 6 p.m. On Monday, Tuesday and Wednesday, it will be open from noon until 6 p.m. Conference sessions will be from 9 a.m.-12:30 p.m. Monday, Tuesday and Wednesday. □

Tech committees' plans include seminars on press-mailroom, health and safety

When they met at The Newspaper Center Jan. 10-11, ANPA's technical committees had their work cut out for them and got much of it done.

If fact, Research and Production Committee Chairman John B. Lake, publisher of the Times Publishing Co. in St. Petersburg, called the meetings "the most productive ever."

The committees decided to schedule two seminars this year in Chicago. And they continued work on or evaluted progress of projects since their meetings last September [presstime, Oct. 1983, p. 41]:

• The Operations Management Conference & Exposition Arrangements Committee hammered out a proposed program for the June 9-13 trade show in Atlanta. (See story, p. 46.) The committee also reviewed the procedure for selecting booth locations for future expositions.

• The Technical Services and Training Committee continued its review and critique of the Technical Advisory Service program that will lead to future recommendations to improve and expand the program.

The committee also received a draft of a proposed revision of Reports 10 and 11, the now-outdated publications on advertising reproduction in newspapers.

According to Technical Services Director Peter P. Romano, "The objective of the project is to provide advertising agencies and newspapers with guidelines and procedures for further improving advertising reproduction in newspapers."

The project, a cooperative effort with the American Association of Advertising Agencies and the Newspaper Advertising Bureau, is to be completed by autumn.

• The Research and Development Committee formalized plans for a press and mailroom symposium Oct. 29-Nov. 1 at the Ramada O'Hare. The first half of the symposium will be on press options, and the second will address mailroom innovations and developments.

"The major part of the program," said ANPA Vice President/Technical William D. Rinehart, "will be reports by newspaper executives on practically every change and innovation in press technology—particularly those introduced by suppliers of press option equipment."

The distribution section of the symposium will address zoning, full automation and "marriage mail," and it will include discussions of the kinds of equipment needed in these areas.

Committee members were told that ANPA on Dec. 6 was granted a patent on the nonpetroleum-based ANPAINK™ and that plans are being formalized for testing the ink at a major daily newspaper [presstime, Dec. 1982, p. 40]. Two other patent applications have been filed for improvements in Association-developed letterpress and offset inks.

In a related area, the committee intensified its investigation into color inks and their application to color reproduction.

"The committee members and staff are in close review of the current AdPro™ and AdLitho™ colors," said Rinehart, "and are planning to determine which of those inks will give newspapers maximum quality reproduction." Areas of investigation are color, density and pigmentation.

Rinehart said the committee also will be examining market requirements regarding spot color to ensure maximum acceptability to advertisers.

The committee is recommending that the current ANPA ink books be updated by the first half of 1985.

• The Environmental Committee formalized plans for a fourth Health and Safety Symposium Oct. 11-12 at the Marriott O'Hare.

The committee reported that the Accident Reporting System, which will be used to determine what kinds of accidents are occurring at newspapers, will be implemented this year. Also, a VDT primer, which will be used to educate newspaper employees about various aspects of VDT use, will be published this year.

The committee decided to send out an "environmental alert" to newspapers reminding them that they must be in compliance with federal noise regulations by March 1. (See story, p. 29.) □

Research and Production Committee meets in Goss Conference Room.

Color equipment sales strong

Newspaper interest in quality, color reproduction is translating into some hefty bottom-line dividends for vendors making color-separation equipment. While all manufacturers of equipment for color printing are reporting healthy business, scanner manufacturers appear to be enjoying proportionately higher sales than any of the others.

Crosfield Electronics Inc. says its sales of color scanners and related color equipment are running at 300 to 400 percent above levels of a year ago.

Royal Zenith Corp., which markets the Linotype-Paul color scanner, reports that its sales are up substantially over last year's. "Clearly, newspapers are displaying greater interest in color scanners," a company official reports [presstime, Feb. 1983, p. 40].

HCM Graphic Systems Inc., maker of the Hell scanner, had anticipated improved sales at newspapers—"but not the level of interest that newspapers in the 50,000 to 100,000 (circulation) range have shown," a spokesman said.

That interest has also spilled over into sales of conventional direct-screen separation equipment by companies like Chemco Photoproducts Co. □

Employees of The Asian Wall Street Journal were participants in a special ANPA technical seminar conducted at The Newspaper Center. From left are Grant Schneider, assistant production manager of The Wall Street Journal; ANPA's Elwood Keim; and the Asian Journal's Chan Shun-Leung, Henley Chiu Wing-Cheung and Alvin Au Chun-Hing.

ANPA gets satellite dish

ANPA has a new research and training tool—a satellite receiving dish. The Harris Corp. antenna was installed on the roof of The Newspaper Center and became operational in January.

The Technical Research Department will use the 10-foot-wide dish to perfect facsimile reception, according to Vice President/Technical William D. Rinehart. "It will be used extensively in future research," he said. "For that reason, the dish was selected to provide maximum flexibility."

According to Kathleen Criner, ANPA director/telecommunications affairs, the dish, which is connected to a video monitor in the telecommunications demonstration room, will be used to provide access to new electronic teletext services and will allow the department to develop advanced seminars and training programs.

"It can be re-aimed at all the geo-stationary orbiting satellites that serve North America," Rinehart said. □

Research and Production Committee Chairman John B. Lake of Times Publishing Co., St. Petersburg, and Vice Chairman Walter E. Mattson of The New York Times Co., inspect new dish atop The Newspaper Center.

TECHNOLOGY NOTES

• NAPP Systems (USA) Inc. again will sponsor the "Best in the World" **printing quality competition.**

Entering newspapers must provide NAPP with black and white and/or process color tear sheets printed between April 8-29.

Winners, to be announced during the ANPA Operations Management Conference & Exposition June 9-13 in Atlanta, will receive awards of $500 to $1,000 that NAPP will donate to a designated charity or school.

Newspapers participate in the voting but cannot vote for their own papers.

• The Illinois Press Association is forming a **Compugraphic Users Group**. Although the users group will begin in Illinois, it will not be limited to Illinois newspapers. For further information, call the association in Springfield at (217) 523-5092.

TECHNOLOGY CALENDAR

• The fourth annual **Seybold Seminars**, focusing on interactive page makeup, digital graphics and electronic printers, will be March 5-9 at the Miramar-Sheraton Hotel in Santa Monica, Calif.

• The **Southern Newspaper Publishers Association** will hold its 1984 Production Conference March 11-13 at the Lincoln Radisson Hotel in Dallas.

• **America•East Newspaper Production Conference**, sponsored by the Pennsylvania Newspaper Publishers Association, will be March 28-30 at Hershey Lodge and Convention Center, Hershey, Pa.

• The 1984 Annual Forum of the **Flexographic Technical Association** will be May 8-10 at the Sheraton Hotel in New Orleans. The program will include a special "breakout session" on flexography.

• The 56th Annual **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.

• The National Newspaper Association will hold its **99th Annual Convention & Trade Show** at the Reno-MGM Grand Hotel on Sept. 26-28 in Reno, Nev.

Rail deregulation takes effect

The U.S. Court of Appeals for the District of Columbia allowed the Interstate Commerce Commission's decision to deregulate most boxcar traffic to take effect Jan. 1. The court denied a request to delay implementation but said it will review the deregulation case after hearing oral arguments, probably at midyear.

Among other things, the ICC decision allows the nation's railroads to raise or lower rates on commodities moving in boxcars—including newsprint—without prior ICC approval. Daily changes in rates are possible. Tariff filing and notice requirements were also eliminated.

The ICC retains jurisdiction in the following areas:

- Car hire and service
- Mandatory interchange of equipment
- Reciprocal switching or joint use of terminal facilities
- Car supply
- Rates for the transportation of recyclable or recycled materials other than iron or steel
- Freight-car pooling agreements

The ICC said the deregulation decision does not relieve rail carriers from their obligations to provide contractual terms for liability and claims. Nor does it change the procedures by which freight-packaging requirements are established and administered, or affect obligations of rail carriers to compute demurrage charges and to establish rules related to those charges.

Several major carriers have sent alerts to their customers advising them of plans for implementation of boxcar deregulation. The Southern Pacific Transportation Co.'s alert indicated it will adopt all tariff rates, rules and provisions that were in effect on the day prior to deregulation. The SP also indicated that it intends to examine other issues, including:

- Differing levels of liability, along with the current full and strict liability
- Modifying the procedure for filing claims. SP says: "For example, there may be a minimum deductible dollar amount per car/per claim and a limited period of time for filing."
- Transportation agreement vs. bill of lading
- Pricing strategies that minimize shipment of empty cars on return trips
- Simplified rate structures.

Newspapers are urged to contact their carriers as to what claims and liability rules apply on newsprint shipments received by rail. Rules may differ because of independent decisions by railroads.

The boxcar exemption was originally due to become effective Nov. 7, 1983 [presstime, Nov. 1983, p. 18], but the ICC delayed it to Jan. 1.

Boxcars owned or leased by railroads with annual revenues under $10 million (short-line and terminal railroads) will not be deregulated until July 1. □

TRANSPORTATION NOTES

- Guilford Transportation Industries Inc. Jan. 6 finalized an agreement with Dereco Inc., a subsidiary of the Norfolk Southern Corp., to **purchase the Delaware & Hudson Railway** for $10 million-plus. Guilford currently owns the Maine Central. Also, the Interstate Commerce Commission and owners of the Boston & Maine have approved transfer of the B&M to Guilford. However, a legal challenge to that deal still is pending [presstime, Jan. 1984, p. 41].

- After the ICC lifted a temporary cease-and-desist order, **consolidation of Southern Pacific Co. and Santa Fe Industries** into a holding company, Santa Fe Southern Pacific Corp., was accomplished in late December.

  It is expected that SFSP will file a formal rail merger application with the ICC this month. The agency will then have 31 months to render a decision [presstime, Jan. 1984, p. 41].

- The U.S. Railway Association reported to Congress that **Conrail operated at a profit** between June 1 and Oct. 31 last year. The report was the second required of USRA under the Northeast Rail Services Act. Because Conrail was found to be profitable, as it also had been last June, the U.S. Department of Transportation must continue to try to sell the railroad intact. Conrail is 85-percent owned by the federal government. Conrail reported record net income of $195.5 million on revenue of $2.3 billion for the first nine months of 1983. The railroad expects to report 1983 earnings of at least $275 million, up from $174.2 million in 1982.

- Both the CSX Corp. (Chessie System and Seaboard Coast Line Railroad) and Norfolk Southern Corp. (Norfolk & Western and Southern railways) are studying **whether to acquire Conrail.** Similar interest was expressed last year by Santa Fe Industries Inc., but its merger with the Southern Pacific Co. put a possible bid for Conrail on hold.

  The only formal offer received by the Department of Transportation to date was from Conrail employees who offered $2 billion in cash and wage concessions [presstime, Sept. 1983, p. 31].

- Authority granted to various railroads to provide **interim service** over lines of the Chicago, Rock Island and Pacific Railroad Co. and of the Chicago, Milwaukee, St. Paul & Pacific Railroad Co. was extended to the end of March by the ICC [presstime, Sept. 1983, p. 31].

- The Association of American Railroads announced continuation of the "Severe Storm Standby Plan," which provides information on severe **weather conditions impairing rail freight traffic.** Railroads experiencing weather-related problems advise the AAR of the weather situation and the trackage, yards, or terminals affected; embargoes or reroutings that may be contemplated or already in effect because of weather conditions; and the estimated duration of such problems. To obtain a report via Western Union, call Telex number 8513 or TWX number 710-988-5956 using the code word "EMBARGO."

- U.S. railways and their unions will soon **begin negotiations** on contracts to replace those expiring June 30. In Canada, rail labor contracts expire Dec. 31.

- The International Longshoremen's Association and **waterfront management** agreed to extend their current contract until midnight Jan. 31. In a related development, the National Maritime Union, representing seamen on U.S.-flag dry cargo ships and tankers, started negotiating with employer organizations Jan. 26 [presstime, Nov. 1983, p. 18].

Jeffrey Gluck insists Globe-Democrat will stay in business

The 131-year-old St. Louis Globe-Democrat—which was scheduled to fold Jan. 1, was rescued, then reported near death again—is still alive and kicking.

A new, 30-year-old publisher plans to take possession of the struggling morning daily Feb. 25.

Jeffrey M. Gluck, the new publisher who last year bought and revived Saturday Review magazine after it folded, said in late January he was negotiating for use of printing plants at three sites in the St. Louis area. "And we're hiring advertising, production and circulation people," he said.

Those functions had been handled for the Globe-Democrat by the St. Louis Post-Dispatch under a joint operating agreement. This publishing arrangement will end the day Newhouse Newspapers sells the paper to Gluck.

"A lot of the old-timers who worked at the Globe-Democrat in the days before the joint operating agreement are coming back," he reported.

According to reports published in the Post-Dispatch, Gluck agreed to pay Newhouse less than $1 million for the paper's name, editorial department, library, "goodwill" and a limited circulation list.

His purchase cleared a final hurdle Jan. 12 when members of the St. Louis Newspaper Guild approved a modified contract calling for severance pay.

A week earlier, it appeared the deal was doomed when the paper's editorial employees rejected a contract that would have released Newhouse of any responsibility for providing workers with severance pay.

Gluck had withdrawn his purchase offer Jan. 6, prompting St. Louis Mayor Vincent C. Schoemehl Jr. and Missouri Attorney General John Ashcroft to file a court action against the Herald Co., the Newhouse-owned firm that publishes the Globe-Democrat, and the Post-Dispatch. The suit, which sought to keep the morning paper publishing under the JOA, was dropped after the Guild approved the modified contract.

Gluck entered the picture after Newhouse announced the paper would fold Dec. 31, prompting the Justice Department to demand that Newhouse seek potential buyers before proceeding with its plans [presstime, Jan. 1984, p. 55].

Gluck said he plans no sweeping editorial changes. "The paper will look the same after 9 a.m. Feb. 25 as it does now except that we are switching [news services] from AP to UPI."

The Post-Dispatch, meanwhile, continues to plan a switch from afternoon to morning publication, which will place it in direct competition with the Globe-Democrat.

Current plans call for the Post-Dispatch to begin morning publication on Feb. 27, just two days after Gluck assumes control of the Globe-Democrat.

On Jan. 2, the Belleville (Ill.) News-Democrat converted from afternoon to morning publication.

The Alton (Ill.) Telegraph said, however, it will remain an afternoon newspaper, after considering a change.

Both papers are in cities located about 30 miles from St. Louis. □

Imitation not always taken as flattery

USA Today has had to remind another copy-cat publication of the copyright laws. The latest to imitate the familiar design of Gannett Co. Inc.'s national daily is a union publication published on an irregular basis in Massachusetts.

The nameplate of the Bay State Employee, produced by the American Federation of State, County and Municipal Employees Council 93, appears in a blue, rectangular background similar to USA Today's. The union paper uses variations of USA Today's standing heads such as "Laborline" instead of "Newsline," and "Labor snapshots" instead of "USA snapshots." Color photos and graphics also are similar.

John Harvey, editor of the labor publication, said a letter from USA Today has been referred to the union's counsel. □

Resignations mark beginning of Murdoch era at Sun-Times

The Chicago Sun-Times was lurching through an identity crisis after its Jan. 9 takeover by Australian press magnate Rupert Murdoch. The acquisition touched off the resignations of the paper's top four executives and the defection of premier columnist Mike Royko to the rival Chicago Tribune.

Robert E. Page returned to his native Illinois to take over as publisher of the tabloid, which Murdoch purchased for $100 million from Field Enterprises Inc. [presstime, Jan. 1984, p. 55].

Page had been publisher of Murdoch's Boston Herald, where he presided over a 40-percent circulation jump for the tabloid that resembles the flamboyant New York Post, another Murdoch property.

Announced shortly before Page's arrival in Chicago were the resignations of former Sun-Times Publisher James Hoge, Executive Editor Ralph M. Otwell, General Manager Thomas M. Tallarico, and Executive Vice President Robert M. McCormick.

Royko preceded his jump to the Tribune with a series of blasts at Murdoch as a "foreigner" who "publishes frivolous papers."

The Sun-Times tried briefly to block Royko's departure, but gave up and decided not to appeal a judge's ruling that the acerbic, popular columnist had a legal right to resign and move across the street to the Tribune.

Page told a Sun-Times staff meeting that the Pulitzer Prize-winning Royko had been receiving $230,000 a year for his five weekly columns, that he regretted his departure, and that perhaps the new ownership had not properly courted Royko. He also ordered a change in the newspaper's headline typeface and asked for more "action headlines," although he praised the writing style of the Sun-Times staff during the meeting.

Another defection to the Tribune that did not attract as much public attention as Royko's was that of Sun-Times Associate Editor Lois Wille.

Wille, who won a Pulitzer Prize in 1963 for a series for the Chicago Daily News on birth control services in public health programs, is now assistant editorial page editor of the Tribune. □

Oklahoma City Times, Daily Oklahoman to merge into all-day paper

Oklahoma's largest afternoon newspaper, the Oklahoma City Times, will be merged into The Daily Oklahoman on March 1. The Oklahoman, a statewide morning paper, will be expanded and become an all-day paper on the same date, according to Oklahoma Publishing Co., owner of both papers.

The Times' daily circulation had fallen from 82,517 to 77,862 in the 12-month period ending Sept. 30, 1983, according to the Audit Bureau of Circulations. The Oklahoman, circulation 189,062, recently added news bureaus in Lawton, Tulsa, Enid and McAlester and will continue to expand state news coverage after the merger.

Edward L. Gaylord, publisher of the newspapers, said the company is investing more than $50 million in a satellite production plant in North Oklahoma City to "produce larger and better Daily and Sunday Oklahomans with quality printing and more color on the fastest and most modern presses available." He said the new plant is expected to be operating by the end of the year.

In changes in publication schedules elsewhere:

• The Register (evening, circulation 12,314) of Torrington, Conn., and the Winsted (Conn.) Evening Citizen (5,225), both owned by Pittsfield, Mass.-based Miller Newspapers, were merged Jan. 3 into the Register Citizen.

• The Boston Globe (all-day, 514,817) will discontinue its afternoon editions by the end of March. The three editions had a total circulation of about 43,000, newsstand sales only.

• The Globe and Mail of Toronto (morning, 310,689) will start an afternoon edition in late April.

• The Belleville (Ill.) News-Democrat (40,302) went from afternoon to morning publication Jan. 2.

• The Cape Cod Times (evening, 39,879) of Hyannis, Mass., will change to morning publication on April 23.

Fourteen p.m. papers converted to a.m. in 1983, including five not previously reported in presstime [Sept. 1983, p. 48]: Spencer (Iowa) Daily Reporter (3,385), Sept. 21; The Daily Republic (16,471) of Fairfield, Calif., Sept. 12; Andalusia (Ala.) Star News (5,109) and The Troy (Ala.) Messenger, May 3; and The Advocate (31,062) of Stamford, Conn., Feb. 7. □

16 dailies lost, 2 started in '83

There was a net loss of 14 daily newspapers in North America last year, compared with a net loss of 20* in 1982 [presstime, Feb. 1983, p. 33].

Two new dailies were started in 1983, but 16 others stopped publishing daily. Of those 16, seven suspended outright, six were lost through mergers and three converted to weekly frequency, according to information available to ANPA.

New dailies started were:

• Vacaville (Calif.) Reporter (Oct. 4)

• Huntsville (Texas) News (Aug. 1)

Suspending outright were:

• Lancaster (Calif.) Antelope Valley Ledger-Gazette (June 30)

• Riverside (Calif.) Press-Enterprise (evening edition—Oct. 3)

• Westchester County (N.Y.) Today (Feb. 4)

• Memphis Press-Scimitar (Oct. 31)

• Murfreesboro (Tenn.) Press (July)

• Beaumont (Texas) Journal (July 31)

• New Westminster (British Columbia) Columbian (Nov. 15)

Merging were:

• Macon (Ga.) News (with Macon Telegraph—Sept. 6)

• Terre Haute (Ind.) Tribune (with Terre Haute Star—May 16)

• Lexington (Ky.) Leader (with Lexington Herald—Jan. 1)

• Monroeville (Pa.) Tribune (with Greensburg Tribune-Review—Jan. 2)

• Berwick (Pa.) Enterprise (with Bloomsburg Press—July 1)

• Moncton (New Brunswick) Telegraph (with Moncton Times—Jan. 3)

Converting to weekly were:

• Sylacauga (Ala.) Advance (January)

• Mesquite (Texas) News (April)

• Kamloops (British Columbia) Sentinel (Sept. 4) □

*The Murfreesboro (Tenn.) Press was not included as a new daily in the 1982 report.

Canadian government drops charge against Southam executive

The Canadian government has dropped a charge that a Southam Inc. executive impeded a federal inquiry by destroying documents.

The charge was related to the government's investigation of the 1980 shutdown of Southam's Winnipeg (Manitoba) Tribune and the closing of the Ottawa Journal by Thomson Newspapers Ltd. The two Toronto-based groups were acquitted in December of conspiracy and merger charges brought under the Combines Investigation Act [presstime, Jan. 1984, p. 54].

In addition to the charges brought against the groups, William J. Carradine, senior vice president of Southam, was accused of attempting to "prevent an inquiry" by shredding documents.

The government's counsel said the case could not proceed against Carradine in view of a conclusion of the judge in the Southam-Thomson trial that Carradine's actions "were not incriminating." □

Leaders know way to Tampa Bay

Four national newspaper association presidents should have no problem in getting together to discuss mutual concerns. They are all from the Tampa Bay area, three of them from the same company.

From the Times Publishing Co. of St. Petersburg are:

• Richard E. Riggins, classified advertising manager—president of the Association of Newspaper Classified Advertising Managers

• Sanford H. Stiles, corporate marketing director—president of the International Newspaper Promotion Association

• Jack Vernon, research manager—president of the Newspaper Research Council.

G.W. (Jerry) Wright, director of personnel and industrial relations for The Tampa Tribune, heads the Newspaper Personnel Relations Association.

Also, Leo L. Kubiet, advertising director of the Times Publishing Co., on Feb. 1 ended his term as president of the International Newspaper Advertising and Marketing Executives.

UPI settles differences with Denver Post, Dallas Morning News

The Times Mirror Co. and United Press International have signed a "long-term, multimillion-dollar" contract in which UPI will provide a variety of news, photo and feature services to all seven Times Mirror daily newspapers.

The parties would not specify the dollar amount or term of the contract. However, UPI spokesman William K. Adler said it is the "biggest newspaper agreement in our history."

In the past, UPI served all but two of the papers, The Advocate of Stamford, Conn., and Greenwich (Conn.) Time, but a third Times Mirror daily—The Denver Post—had been involved in a dispute with UPI and last year canceled the service prior to expiration of a five-year contract [presstime, April 1983, p. 52].

Under the new contract, service has been restored to the Post and extended to The Advocate and the Time.

Another newspaper that dropped its service in mid-contract, The Dallas Morning News—a competitor of the Times Mirror-owned Dallas Times Herald—also settled its differences with UPI by agreeing to subscribe to UPI "for some portion" of 1984, according to an attorney for the newspaper.

The Morning News' decision to cancel UPI service had prompted UPI to sue the newspaper, seeking a declaratory judgment to enforce the contract. The new agreement was part of an out-of-court settlement of that action, the newspaper's attorney said.

UPI's Adler said the wire service, seeking to reverse a long period of financial loss, still expects to reach a break-even point in the first half of the year [presstime, Sept. 1983, p. 49]. □

Cleveland Press closing probed

The Justice Department has opened an antitrust investigation into the June 1982 closing of The Cleveland Press. The action was announced following an Akron (Ohio) Beacon Journal story reporting that the owner of The Plain Dealer of Cleveland agreed to pay the owner of the Press $14.5 million "in part" to close the paper and in part for its subscription list.

The Press was owned by Cleveland industrialist Joseph E. Cole. The Plain Dealer is in the Newhouse Newspapers group.

The Beacon Journal said it learned of the agreement in Cleveland through Freedom of Information Act requests to the Justice Department and from court records in the $40-million antitrust suit filed by a group of former Press printers who allege that the closing of the paper and the purchase of certain of its assets by The Plain Dealer was part of a conspiracy to deprive them of a guarantee of lifetime employment. U.S District Court Judge Ann Aldrich recently turned down motions to dismiss the suit [presstime, Nov. 1983, p. 46].

The Plain Dealer reported Jan. 21 that the Justice Department was conducting a preliminary investigation to determine if a full investigation was warranted.

An attorney for Newhouse said the purchase of the subscription list was not "an anticompetitive action."

In its Jan. 16 article, the Akron newspaper did not say whether the payment to Cole was actually made. □

Recent acquisitions

Park Communications Inc., Ithaca, N.Y., acquired the Journal-Register, Medina, N.Y., daily circulation 5,005.

The Gloucester County Times Co. acquired the Gloucester (N.J.) County Times, Woodbury, N.J., daily circulation 28,324 from Harte-Hanks Communications Inc., San Antonio. □

Another donor

The Inland Newspaper Machinery Corp. was inadvertently omitted from the list of vendors that have donated equipment and services to ANPA. The list appeared on page 11 of last December's presstime. Inland donated the Litho-Mix Jr., a fountain solution mixer and circulator that will be used on the Association's new M.A.N.-Roland Uniman 4/2 offset press. □

Equipment for sale

The following Pertec Disk Drive equipment, as removed from an ECRM 7600 system, is available in lot or piecemeal: four D3400 Pertec drives (front load), three Pertec formatters, 17 disk packs, one CE alignment pack, one Pertec disk exerciser and one Pertec emergency unload monitor. Make offer. Contact Garth Anderson, Fairbanks Daily News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Cheshire model 523 addressing machine, complete with four-up label head and 12-foot conveyor. May see in operation. $13,500 or best offer. Contact Ken Harmon, Columbia Daily Tribune, Box 798, Columbia, Mo. 65205; (314) 449-3811.

Equipment wanted

There is an urgent need to improve printing facilities of two Caribbean publications, which will pay for crating and shipping:

- The Vincentian, St. Vincent—Any equipment that will set advertisements up to 24-point or larger.
- The New Chronicle, Dominica—An offset press, preferably a Heidelberg Kord 62, 18"x24½", with spare parts and tools. Any press of this type will be appreciated. Compugraphic or other typesetting equipment.

Equipment donations to the World Press Freedom Committee qualify as tax deductions under the Internal Revenue Code. For further information contact George Beebe, vice chairman-projects, WPFC, c/o The Miami Herald, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

The following equipment is wanted by the Department of Mass Communication at University of Liberia: Heidelberg offset press (18"x25¼"), flip-top plate maker, cutting machine, double-head stapling machine, NuArc Process Camera (14"x18"), film processing sink, film dryer, plate processing sink, headliner, Compugraphic composing machine, film storage cabinets, light table and artist's drawing board. Newspapers wishing to contribute one or more pieces of such equipment should contact T. Nelson Williams, chairman, Department of Mass Communication, University of Liberia, Monrovia, Liberia, West Africa.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Canadian leaders, Iacocca headline list for Convention

Prime Minister Pierre Trudeau, other Canadian dignitaries, Chrysler Corp. Board Chairman Lee A. Iacocca and a former U.S. cabinet member are expected to speak during the 98th Annual ANPA Convention in Montreal April 30-May 2.

The Convention, at the Montreal Convention Centre, will be the Association's first outside the United States. Registration and hotel information has been mailed to ANPA-member newspapers. Registration fee is $120 for members and $60 for spouses and guests. The fee for non-members is $300.

Canadian political figures expected to join Trudeau in headlining the event are Brian Mulroney, leader of Canada's Progressive Conservative Party; René Lévesque, prime minister of Quebec; and Jean Drapeau, mayor of Montreal.

Jacques-G. Francoeur, president of Uni-Media Inc. and chairman of the ANPA Convention Arrangements Committee, noted that all but one of the scheduled Canadian speakers have a connection with the media.

Trudeau founded a monthly political magazine, Mulroney was a labor lawyer for several newspapers and Lévesque was a war correspondent during World War II. Only Drapeau has no press connection, although, according to Francoeur, the mayor has joked that he would like to become a political writer when he ends his political career.

The Canadian political figures and former U.S. Commerce Secretary Peter G. Peterson are scheduled to speak at ANPA functions, while Chrysler Chairman Iacocca will address the annual Associated Press luncheon held during the Convention week. The speaker for the United Press International luncheon has not been announced.

As for the "nuts and bolts newspapering" portion of the three-day program, 15 "clinics" are scheduled, and for the first time the specialty newspaper organizations have been given some responsibility for organizing most of them.

Clinic topics and the associations helping to develop them are freedom of information/news, American Society of Newspaper Editors; circulation, International Circulation Managers Association; promotion, International Newspaper Promotion Association; classified advertising, Association of Newspaper Classified Advertising Managers; cost control, Institute of Newspaper Controllers and Finance Officers; shopping malls/advertising, International Newspaper Advertising and Marketing Executives; telemarketing, Newspaper Advertising Bureau; and competition, NAB.

Other clinic topics are "Cases We've Won/Lost (Sexual Harassment, Age Discrimination, Equal Pay, etc.)," labor trends, stress and newspapering, libel and privacy, telecommunications, TMC/marriage mail, and "The Creative Brain."

The ANPA business meeting will include election of new officers and four new directors.

Entertainment at the annual dinner-dance will be provided by the Noel Talarico Big Band Ensemble, a Canadian orchestra.

Family-oriented events will include a reception hosted by six Canadian newspaper companies that will feature the Royal Canadian Mounted Police "Musical Ride," a fashion show of Canadian furs, and music by Les Voltigeurs de Quebec, a Canadian armed forces regimental band. The Boys' Choir from St. Joseph Shrine in Montreal also will perform during the Convention.

Several optional tours of the world's second-largest French-speaking city and surrounding area have been scheduled.

On the weekend prior to the opening of the Convention, a tour of Montreal and a trip to a maple syrup taffy pull have been arranged.

During the Convention, a bus tour of Montreal and a walking tour of Old Montreal will be conducted.

And after the Convention, a two-day tour of Quebec City will be available. □

New member

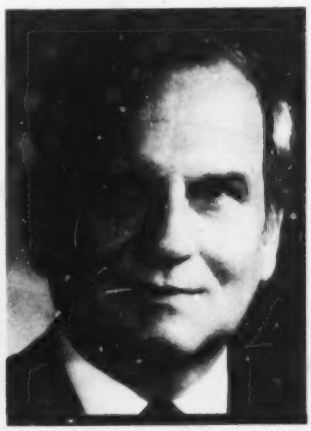
McLEAN COUNTY INDEPENDENT

BHG Inc., Garrison, N.D., also publisher of the Beulah Beacon and the Hazen Star (combined circulation 9,587). Donald C. Gackle, publisher.

Pierre Trudeau

Brian Mulroney

René Lévesque



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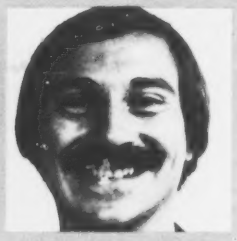

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Bob Gardner, President
Marketing & Media Decisions

Speeches

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Dissatisfaction Between the American Public and the Press
Robert C. Maynard, editor and publisher, The Oakland Tribune. Sixth annual Frank E. Gannett Lecture, Washington, D.C., Dec. 7.

End the Restrictions on Lottery Advertising
John F. McMaster, publisher, The Public Spirit, Ayer, Mass. Subcommittee on Criminal Law of the Senate Judiciary Committee, Washington, D.C., Nov. 16.

The Reagan Press Policy: Keeping Them in the Dark
Jack Nelson, Washington bureau chief, Los Angeles Times. Society of Professional Journalists, Sigma Delta Chi, Los Angeles, Dec. 16.

The State of the First Amendment
Thomas I. Emerson, professor emeritus, Yale University. Catholic University First Amendment Defender Award presentation, Washington, D.C., Dec. 2. (Or see February 1984 Communications Lawyer, published by the American Bar Association.)

Can a Free Press Survive in the "New World Information Order?"
Leonard H. Marks, secretary-treasurer, World Press Freedom Committee, and former director, U.S. Information Agency. International Advertising Association, New York City, Dec. 14.

From the Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Nov. 13-16:

What Do We Do Next in the Newspaper Business?
James K. Batten, president, Knight-Ridder Newspapers Inc., Miami; W. E. Chilton III, president and publisher, Charleston (W.Va.) Gazette; Walter E. Mattson, president, The New York Times Co.; John Morton, newspaper analyst, Lynch, Jones & Ryan, Washington, D.C.

From the Institute of Newspaper Controllers and Finance Officers annual conference, Denver, Oct. 16-19:

Standardization of Newspaper Formats: A Worthy Industry Goal with Dividends for All
Leo L. Kubiet, advertising director, St. Petersburg Times and Evening Independent, and president, International Newspaper Advertising and Marketing Executives.

Cable Television Business Opportunities for Newspapers
Philip E. Blake, controller, assistant secretary and treasurer, Madison (Wis.) Newspapers Inc.

Newspaper Telephone System Planning
Dennis Washburn, director of purchasing, The Courier-Journal and The Louisville Times.

Wellness Programs as a Means of Controlling Escalating Health Care Costs
David Draycott, business manager, Calgary (Alberta) Herald.

Low-Power Television
Kathleen Criner, ANPA director/telecommunications affairs.

John F. McMaster

Jack Nelson

Thomas I. Emerson

W. E. Chilton III

ANPA Calendar

FEBRUARY

ANPA newspaper cable managers meeting
Key Bridge Marriott, Arlington, Va., Feb. 6-7

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Don CeSar Hotel, St. Petersburg, Feb. 9-10

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Sheraton International Conference Center, Reston, Va., Feb. 12-17

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Feb. 13-17

ANPA/Newspaper Personnel Relations Practices, Procedures and Policies Seminar
Westin Hotel, Chicago, Feb. 19-22

ANPA Foundation Conference for Professional Support of Journalism Education
The Newspaper Center, Reston, Va., Feb. 20

ANPA Postal Committee meeting
Sheraton Carlton, Washington, D.C., Feb. 22-23

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Feb. 27-March 2

MARCH

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, March 11-14

ANPA Readership and Marketing Committee meeting
Washington Marriott, Washington, D.C., March 12

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., March 12-16

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Chicago Marriott, March 19-21

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 20

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Program Development Conference
Denver Hilton, March 21-23

ANPA/INPA Strategic Planning Seminar
Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., March 26-30

APRIL

ANPA Training Committee meeting
Hyatt Regency, Long Beach, Calif., April 5

ANPA/International Circulation Managers Association/NPRA Managing People in the Circulation Department Seminar
Dallas, April 9-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., April 9-13

ANPA/ABA Task Force meeting
Washington, D.C., April 11-12

ANPA Press/Bar Relations Committee meeting
Washington, D.C., April 11-12

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation Board of Trustees meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Bonaventure Hotel, Montreal, April 28

ANPA Annual Convention
Montreal Convention Centre, April 30-May 2

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., April 30-May 4

Jeanne Good
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

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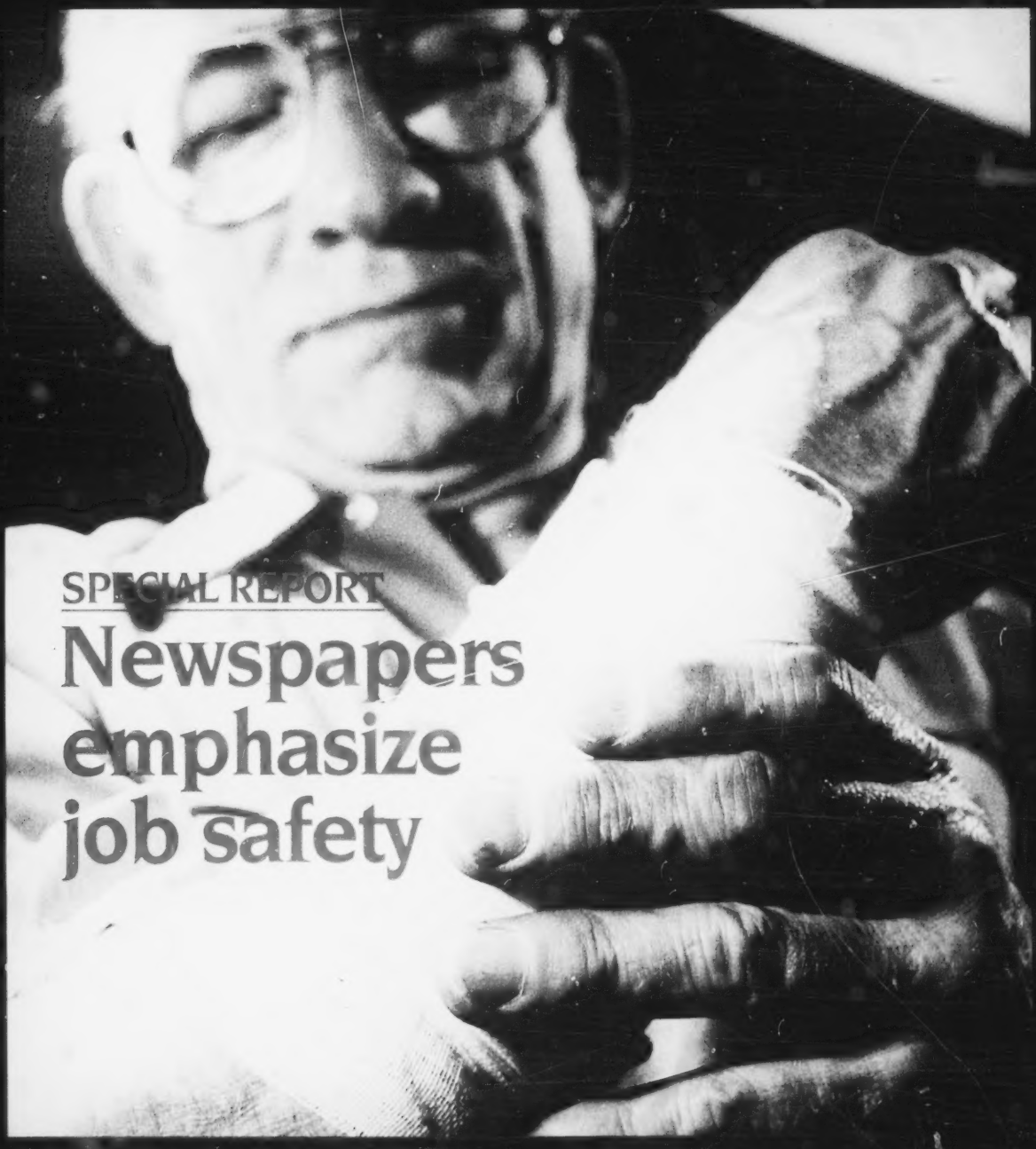
March 1984

presstime

The Journal of the American Newspaper Publishers Association



SPECIAL REPORT

Newspapers emphasize job safety

How are MBAs faring in the newspaper business?

CHAIRMAN'S CORNER

Outmoded fairness doctrine and equal time regulations threaten all editorial freedom

Charles S. Rowe, editor and co-publisher of the Free Lance-Star, Fredericksburg, Va., represented ANPA recently before the Senate Committee on Commerce, Science and Transportation. He was there to support parts of a bill (S 1917) that would repeal the so-called fairness doctrine and equal time rules that regulate our colleagues in the broadcast media.

In his testimony Charlie said, "Our American society has a great stake in preserving the ideals of a strong, free press, regardless of the sophistication of the technology by which news is disseminated. Those ideals embody the fundamental principle that the government shall have no influence over decisions regarding news content or coverage."

William C. Marcil

He hit the nail on the head.

The freedom from content control that the American people have in their newspapers—guaranteed by the First Amendment—provides the best model for maintaining the free flow concept, regardless of the communications medium used. The content of expression must be free from government influence.

When the Communications Act of 1934 became law the broadcast industry was in its infancy, and the control of that industry was in relatively few hands. The government, through a comprehensive regulatory scheme, sought to ensure a "balance" in viewpoints because the channels of communications were few. Regardless of the wisdom of that doctrine in 1934, it certainly doesn't apply in 1984. Today there are more than 9,300 radio stations and 1,400 television stations in the United States.

The tremendous competition in the information marketplace, marked by a continuing proliferation of new services, requires that the "scarcity doctrine" be put to rest.

The fairness doctrine and equal time rules are untimely, counter-productive public policy that constitutes a basic threat to the concept of editorial freedom for *all media*. Legislation repealing that policy is necessary to ensure that free press concepts in our society are not undermined by inept, outmoded government reactions to technological advances in the delivery of information.

Our Constitution reflects a confidence that accuracy and fairness will flourish if the press remains free from government intrusion into editorial decisions. ANPA shares that confidence. Congress should reaffirm that confidence.

Bill Marcil

William C. Marcil
Chairman and President

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presstime

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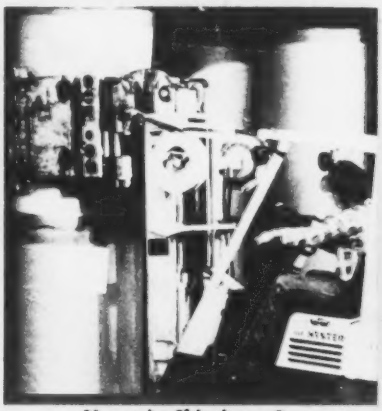
(Cover photo by Alan Tepper.)



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MBAs taking top posts, but newspapers still cautious about hiring 'whiz kids'

BY MARCIA FRAM
presstime staff writer

In the past decade, the newspaper business began hiring eager young MBAs—holders of master of business administration degrees—as management trainees. Some of them subsequently took the fast lane to the top of newspaper management.

But the number of MBAs in newspapering remains small compared to many other forms of business. And there are no signs that publishers are about to step up their courtship of MBAs, occasionally referred to as "whiz kids" by resentful or envious coworkers.

For instance, in a survey of 554 of the 732 members of the Harvard Business School's 1983 class, only 13, or about 2 percent, went into any form of publishing.

"The newspaper industry has not put a premium on the MBA," says Michael A. Walker, vice president of Youngs, Walker & Co., a Chicago-based executive search firm that helps newspaper companies fill executive positions. Compared to other industries, observes Walker, newspapers remain "very inbred," requiring most people to rise through the ranks.

Another reason newspapers have not been heavy recruiters of MBA talent is the competitive salary situation. "Few papers, except the big ones, can afford to have a generalist on board who is not pulling weight in a functional area, not somehow glued to daily deadline and production schedules," says Angus H. Twombly, one of the first MBAs hired by The Washington Post and now director of consumer marketing at The Hartford Courant.

MBAs often are looking for salaries that rival those of veteran newspaper department heads. Management skills they acquired on campus, they tell prospective employers, can lead to significant cost savings and operational streamlining.

The Placement Office of the Harvard Business School reports that the salaries actually offered by newspaper publishers—while impressive by newspaper standards—fall just below the mid-range of what business school graduates can command in other industries.

For the more than 60,000 people who will finish a master's business program this year (compared to about 21,600 in 1970 and less than 5,000 in 1960), the average starting salary will be about $28,600, according to the 38th annual Endicott Report of Northwestern University.

Even though the number of MBAs hired by newspapers remains relatively small, some patterns are beginning to emerge.

One of them, a pervasive "try before you buy" philosophy, is tied to the salary situation. Newspapers that have gone after MBAs tend to take them on as interns between the two years of their graduate academic program. Not only does this give newspaper executives a chance to see what a given candidate can do, it also exposes the MBA to the excitement of newspaper publishing. Those who discover a fondness for newspaper work often end up with a willingness to forego better salary potential in other industries to pursue a newspaper career.

"The MBAs that are hired come to us, instead of us going out to find them," says Madelyn P. Jennings, senior vice president/personnel and administration for Gannett Co. Inc.

Learning the ropes. At The New York Times Co., MBA summer interns are assigned to department heads for specific projects considered beyond current staff resources. These projects are approved by the company's president, says Vice President/Personnel Guy T. Garrett.

The president also reviews the proposed career paths for each MBA who lands a permanent position at the Times. This, too, is a common element of newspapers' MBA programs.

The number of MBAs in newspapering is small compared to other businesses.

Many papers hiring newly minted MBAs are taking special precautions to avoid a common criticism that some of the new graduates, through their training and awareness of other MBAs' glowing success stories, have come to expect rapid advancement and salary increases as something to which they are entitled. A number of industries have had MBAs quit and move on because they felt they were not advancing fast enough.

Similarly, some publishers say they have encountered MBAs whose desire to take the fast track to advancement did not always correspond to the newspapers' own promotion timetable.

James H. Ottaway, Jr., chairman of the board, president and chief executive officer of Ottaway Newspapers Inc., says his company, which owns 21 relatively small dailies, found MBAs wanted to go directly into management positions without any experience, and we thought that was ridiculous." Ottaway Newspapers, owned by Dow Jones & Co. Inc., now has a policy of not hiring MBAs right out of college.

At The Washington Post, which since 1975 has hired more than a dozen MBAs—most of them from Harvard—the new MBA is run through a series of jobs, with emphasis on learning the business from the bottom up.

Mark L. Capaldini, for example, drove a Post circulation truck for four months as a distributor (including the night shift), worked as a zone manager and currently serves as circulation operations manager.

Like Capaldini, nearly all MBAs are assigned first to "line" positions with newspapers rather than "staff" positions in the corporate structure.

"I won't call it a rule," says Frank Batten, chairman and chief executive officer of Landmark Communications Inc., "but we usually won't employ one unless (that person) wants to start in advertising, circulation or production."

Degree versus experience. Among newspapers and newspaper groups that go after MBAs, opinions vary on the merits of the degree and subsequent managerial training, compared to traditional, through-the-ranks experience.

Knight-Ridder Newspapers Inc. fills more than 90 percent of management positions from within, going outside for high-level managers mostly in areas of new technology such as videotex, says Douglas C. Harris, senior vice president-personnel.

Largely because of the company's extensive internal training program, other papers often try to recruit Knight-Ridder employees, including MBA degree-holders. (See story, p. 6.) "They look at Knight-Ridder as a well of sweet water and keep coming here to drink," he says.

Harte-Hanks Communications Inc., under the leadership of President and Chief Executive Officer Robert G. Marbut, himself a Harvard MBA, is considered one of the prime employers of business school graduates, moving them around and up through the diversified company. But Marbut is also cautious about judging management talent solely by academic degrees.

"[Business school] training provides certain skills that are useful in any business, but that's not the only place one can learn those skills any more than journalism school is the only place you can learn to be a reporter," he says.

Along with the rise of the MBA—who is, after all, a person definitely oriented toward the profit margin—come fears that the editorial side of newspapers will be slighted by managers who lack strong ties to the newsgathering craft.

"It's possible to have been a history major and work into reporting. It's harder to have had no business experience and make the transition to management," says a Boston-based newspaper consultant, Steve Star.

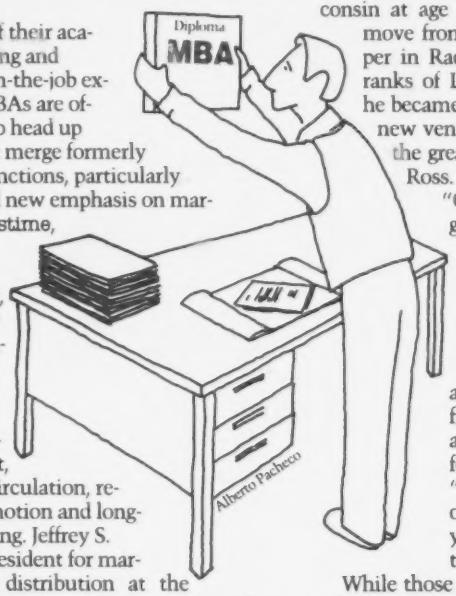
"My concern is that the requirements of [the MBA] may mean fewer and fewer of these people will have had experience on the editorial side of the house. That scares me," says Star.

Wall-breaking. While most MBAs entering the newspaper business over the past few years have not had enough experience as writers or editors to enable them to serve as a major link with the editorial department, they are nevertheless becoming a significant factor in breaking down traditional barriers between newspaper departments.

Business school graduates like to view themselves as "generalists" who see "the big picture." The contacts and experience developed by being shifted from department to department during their first few years with a newspaper often proves invaluable later on, they say.

"I can get dialogue going horizontally, rather than go up the network and back down," says Capaldini of The Washington Post. "It's remarkable how many people in circulation have never been in production, much less in the pressroom," he observes.

Because of their academic training and breadth of on-the-job experience, MBAs are often tapped to head up projects that merge formerly separated functions, particularly to spearhead new emphasis on marketing [presstime, Dec. 1981, p. 4].



Twombly, in his newly created position at The Times Mirror Co.-owned Hartford Courant, supervises circulation, research, promotion and long-range planning. Jeffrey S. Hall, vice president for marketing and distribution at the Kansas City Star and Times and another Harvard MBA, heads a similarly combined department.

Leonard Barcousky, a Columbia University MBA, was hired by The Globe-Times in Bethlehem, Pa., to launch a new Sunday edition. Reaching back to his eight years as a reporter and copy editor prior to graduate school, he was in a position to manage editorial as well as advertising, marketing and circulation planning.

While most of the MBAs now climbing up the managerial ladder knew from the beginning of their business training that they wanted to work with newspapers, others were attracted after graduation by the rare diversity the newspaper industry offers the MBA.

One of the latter is Louise Glicksman, the only MBA in a three-year management training program at The Dallas Morning News. Glicksman, currently marketing planning manager, says the master's in business administration she obtained from Southern Methodist University gave her the training to "think broadly about the newspaper business."

The upward mobility of MBAs, who often pass people with many more years in the business, has inspired some newspaper veterans to seek the degree in mid-career.

Robert D. Ross credits his 1979 MBA, earned from the University of Wisconsin at age 40, with enabling him to move from publisher of the newspaper in Racine, Wis., up through the ranks of Lee Enterprises Inc., where he became vice president in charge of new ventures in 1983. "The MBA's the greatest thing I ever did," says Ross.

"Given the proper background, the MBA can somersault you over a lot of people, eliminate a lot of steps," says Paul J. Kessinger, a former reporter in Salinas, Calif., who earned his MBA and master's in journalism from Columbia University and is now vice president for Gannett Media Sales. "But the cost of it, in terms of money and time out of your life—you really have to hit it big to justify it."

While those who hire MBAs, and those who have the degree, are clear that the MBA is becoming an increasingly common ticket for admission to the top ranks of management, much as the bachelor's degree did earlier, the ultimate success of the new crop appears to hang on the same intangible qualities that determine the careers of anyone else in the business.

"People are willing to gamble on potential on the front end," says Richard T. Schlosberg, a Harvard MBA who worked his way from business manager at the Independent-Mail in Anderson, S.C., and through other Harte-Hanks positions in Corpus Christi and San Antonio, to become publisher of The Denver Post, a Times-Mirror newspaper. "But demonstrated performance, commitment, intensity and flexibility are the ticket to successful management in newspapers," says Schlosberg.

Regardless of the degree, he adds, what counts is "demonstrated competency in getting things done." □

Succession

Grooming replacements should be company policy

BY PATRICIA P. RENFROE

The sudden departure of a key manager—through death, disability, early retirement, resignation or firing—can be crippling to the smooth operation of a newspaper.

The loss of such an employee leaves the company with a replacement problem in which delays in picking a successor will only intensify the management vacuum, as will the selection of an unqualified or untrained replacement.

That is why more newspapers are establishing management succession-planning programs.

Although not totally interchangeable, the terms "succession planning" and "management development" are frequently used by managers in such a way. This is because management development is most often the major focus of a succession plan, even if the plan incorporates other approaches for replacement, such as using a search firm [presstime, Sept. 1983, p. 42].

Succession planning involves two key elements: identifying candidates for succession, and establishing that the candidates are properly groomed to step in when needed.

A commonly accepted management dogma is that a primary responsibility of any manager, regardless of level, is the identification and development of a potential replacement, thereby ensuring organizational continuity.

In a 1981 survey by ANPA's Labor and Personnel Relations Department, member newspapers were asked: "Do you have a formal management development program which systematically identifies management potential and provides training/growth opportunity for employees?"

Of the 529 newspapers responding, 142, or 26.8 percent, said they did have such a system. Of those, 36 percent (51 newspapers) were under 25,000 circulation, and 64 percent (91 newspapers) were over 25,000 circulation.

Newspaper groups, whether publicly or family-owned, have definite advantages over individual newspapers in developing a succession-planning system. A group provides not only a larger resource pool from which to select succession candidates, but it also can offer greater variety of supervisory and management experience through internal transfers.

Various plans. Two large newspaper groups that are using management-development programs in an effort to assure a cadre of potential managers are Knight-Ridder Newspapers Inc. of Miami, which has the older of the programs, and Harte-Hanks Communications Inc. of San Antonio.

Harte-Hanks executives Floyd Whellan, senior corporate director/human resources, and Barry E. Box, senior director, human resources newspaper operations, described their company's system in an article for Personnel magazine.

In addition to identifying and having available a pool of potential managers, they wrote, the Harte-Hanks program has another major objective: ascertaining the career desires of their employees.

Knight-Ridder's plan operates by placing senior executives in one group, Level I, with managers and supervisors assigned to Level II. Audits regarding the perceived advancement potential of employees in each level are conducted in alternate years. A third level, which can be reviewed at any time, consists of employees who are not managers but who are considered to have supervisory capabilities.

Employees who have been recommended as succession candidates are given a battery of tests as well as a series of interviews to further determine managerial potential and interests.

According to James R. Schober, personnel director at the San Jose (Calif.) Mercury and News, his papers replaced a high-level editor and a controller using Knight-Ridder's internal-succession system.

Park Newspapers Inc. of Ithaca, N.Y., has been using an informal succession system for a number of years. "With 25

Wyoming publisher Lindsey says small papers have problems finding successors.

Renfroe is manager/personnel relations in the ANPA Labor and Personnel Relations Department.

dailies and 43 weeklies, we have a lot of internal talent and experience to draw upon," says J. Allen Meath, executive vice president and chief operating officer.

Park's plan has been used successfully to find general managers and controllers without going outside the group. The company provided enough management-development experience which, combined with a college degree, allowed the company to promote one employee through the ranks from pressman to assistant general manager.

"We don't do psychological testing or use a 'shrink,' " Meath says. "Rather, we look at people on the job at the local level."

When Meath visits the group's newspapers, he talks with the publisher and other managers, asking them to identify employees who they believe are capable of moving beyond their current job responsibilities. The company then tries to determine what training may be needed to prepare such an employee for a promotion.

Meath says the company must be open and honest with employees about their abilities. "If employees are promoted, and then do not make satisfactory progress in the new position, we tell them that they probably aren't in the right job. Then we either relocate them or put them back in their previous newspaper in a slot where they can be successful," he says.

McClatchy Newspapers of Sacramento, with seven daily newspapers ranging in circulation from 5,000 to 180,000, has a plan which Keith Fuller, director of employee relations, refers to as "semiformal."

Besides requiring regular employee evaluations, McClatchy asks supervisors and managers to answer this question: "Who could replace you within the next six months, or within the next year?" A list of suggested training is developed for the identified employees. Through this internal system, newspapers in the group have been able to secure a general manager and two editors within the past year.

Small groups, independents. For small groups or for independent newspapers, succession planning can be more difficult.

Michael D. Lindsey, publisher of The Torrington (Wyo.) Telegram and owner of six other weeklies, recently was able to shift a news editor from a smaller publication to the general manager's slot of a larger newspaper, but this left a vacancy at the smaller paper.

"When you are talking about less than five employees at some newspapers, then there isn't much possibility of a succession plan, so we have to fill most managerial vacancies by outside recruitment," he says.

Individual papers, as well as the groups, are attempting to find ways of reducing the time, confusion and expense of replacing management personnel, using the same succession-planning criteria and goals.

Family-owned newspapers are frequently able to fill their top positions with members of the family [presstime, Nov. 1983, p. 47]. But Lindsey believes he and his wife, Pat, will eventually sell the group of papers because their children have expressed other career interests.

Individual papers, as well as the groups, are attempting to find ways of reducing the time, confusion and expense of replacing management personnel, using the same succession-planning criteria and goals.

Three goals of the succession plan implemented during the past two years at The Courier-Journal and The Louisville Times are efficiency in recruiting managers, increased productivity and improved employee morale. Charles R. Gatlin, manager of training and development, says the program is being used to identify potential first-line supervisors and executives through mid-level management. He expects the program to grow to include higher level managers.

But the process of identifying potential supervisors or managers is handled differently at the Louisville newspapers. Instead of asking managers to select potential successors, the papers established a computer-based skills bank that specifies all training that individuals receive. Gatlin believes any newspaper could set up such a program at no great cost. The hardest step, he says, is gathering large amounts of information and then condensing it for the computer program.

"We didn't wait to be included in mainframe computer time," Gatlin explains. "Instead, we used the personal Apple computer and developed the program we needed."

A job-posting process at the Louisville dailies enables the human resources management staff not only to fill positions, but also to discover employees' interests regarding advancement.

At The Arizona Republic and Phoenix Gazette, succession planning is incorporated into a management by objective, or MBO, program. "We make succession planning a line item on our MBO plans," says Publisher Darrow Tully.

Managers are asked to name a potential replacement. According to William Hogan, director of operations, once a potential replacement is identified, the training required for development of the employee becomes a part of the boss' MBO program, and the two people subsequently are evaluated to ensure the proper development is occurring.

Whether formal, semiformal or casual, succession plans should have to some degree all of these components: human resource demand and supply forecasting, employee assessment, and career planning and development, say personnel experts.

Can a newspaper rely solely on internal development for filling managerial vacancies? Other than organizational size, the answer depends on two elements: the sophistication and breadth of the newspaper or group's succession program, and any plans to engage in new business activities, such as electronic publishing, greatly expanded marketing programs or acquisitions. □

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Mills hit with cost increases for SHIPPING NEWSPRINT

Train, barge, ship or truck? Transportation decisions can be complex

BY PAUL KRUGLINSKI
presstime staff writer

Newspapers have always been concerned with the way newsprint is shipped to their doors. After all, what good is it for the mills to turn out newsprint at relatively stable prices if transporting it is either prohibitively expensive or unreliable?

And because of federal deregulation in the last three years, U.S. newspapers' concerns about transportation costs have increased. ANPA Traffic Committee Chairman Hilton J. Wilson, director/forest products operations at The New York Times, points out that total transportation costs have gone up sharply since deregulation began—nearly 20 percent in one year alone.

"We've seen some fairly steep increases in the cost of transportation," he says. In most cases, the mills handle the details of shipping the rolls of paper, including negotiating a rate. "The cost to the mills has gone up, and they're going to have to pass those costs along" to their customers, Wilson says.

Moreover, deregulation may be opening the door to the creation of consolidated "intermodal" transportation companies that would move freight via rail, water and/or highways. What effect this type of arrangement might have on rates and service is a subject of lively discussion.

For legal, financial and competitive reasons, mills are very reluctant to discuss transportation costs. Several mill representatives say that on the average, the cost of transportation can account for 15 percent of the price of newsprint, but one Canadian mill says the cost can be as much as 25 percent of newsprint's total price—currently, about $500 a metric ton.

Because the price of shipping newsprint is uniformly passed along to all customers, newspapers located relatively near mills are, in effect, subsidizing the transportation costs of newspapers farther away.

If, during the course of its travels, newsprint must be reloaded or moved from one carrier to another, the transportation cost increases considerably, according to mills' and newspapers' traffic experts.

Newsprint can be moved from the mill to the newspaper by rail, water or highway. Sometimes, a newspaper's particular circumstances—primarily accessibility—will dictate that newsprint must be delivered by a combination of means. In less complex situations, a single carrier may be able to move the rolls all the way from the mill to the newspaper plant, in which case reliability becomes the sole criterion in choosing a transportation company.

The bottom line—the cost to the mills of transporting their product—is determined by an assortment of variables, such as the existence of competing carriers, the type of transportation means available, and the size and distance of shipment.

For instance, if a large newspaper is located near a navigable body of water, the railroads will offer mills what is termed "water rates" competitive with the generally lower rates charged by ship and barge companies, according to Earl Crompton, director/controls and cost of Philadelphia Newspapers Inc.

Railways, waterways. Water shipment appears to be generally the most economical form of transportation today, Crompton says. However, primarily because of the more limited network of navigable waterways, railroads continue to be the conventional means of transporting newsprint.

An estimated 60 to 70 percent of the newsprint shipped to U.S. newspapers moves by rail either exclusively or in conjunction with another mode of transportation. In 1982, U.S. railroads transported nearly six million metric tons of newsprint, according to the Association of American Railroads.

However, railroads gradually have been

Newsprint Mills
United States and Canada

losing ground to ships, barges and trucks over the last 30 years.

About 57 percent of the newsprint supplied to U.S. users is produced in Canada, and many Canadian mills are located along the Great Lakes and the St. Lawrence Seaway, in the Atlantic Provinces or along Vancouver sound. (See Map.)

The average newsprint-carrying barge or ship has a capacity of about 7,500 tons. A mill's decision to use one type vessel or the other depends basically on geography. Typically, the newsprint is off-loaded from the vessel to a warehouse, then to a rail boxcar or truck, but in a few instances, newspapers are along navigable waterways.

St. Lawrence Seaway and Great Lakes mills use both types of vessels to deliver newsprint to midwestern U.S. points. West Coast mills prefer to use barges up and down the coast (however, a new ship dedicated to carrying 9,600 tons of newsprint recently went into service there), while newsprint bound for Eastern markets arrives primarily by ship, although some newsprint is barged from Canadian and U.S. mills to Florida.

In the past 15 years, innovations have been made in the design of East Coast vessels. Older ships were loaded and unloaded through the deck, but the newer vessels are loaded and unloaded through the sides of the ships for ease and economy.

The ANPA Traffic Committee's Wilson points out that hold-loading ships tend to produce more damaged newsprint than side-loading vessels.

Side-loading ships have other advantages, too. Canopies can be strung over the opening to protect the newsprint from foul weather, and more fully automated methods can be used to remove the newsprint from the vessel and deliver it to the warehouses.

As strange as it may sound, New York City's newspapers don't receive their newsprint by water, Wilson says, because port costs are so high—owing to a combination of factors including unloading, local trucking and pier charges.

Over the road. Mill transportation officials point out that although they usually would rather deliver their products by water or rail, sometimes circumstance prevents them from doing so.

Trucks, because they tend to charge higher transport rates for long hauls and because of their limited cargo capacity, can't serve large newspapers practically.

But for short hauls or small-volume hauls, trucks are often the choice for newsprint delivery.

"We've seen some fairly steep increases in the cost of transportation," says Hilton J. Wilson of The New York Times. "The cost to the mills has gone up, and they're going to have to pass those costs along."

"As a rough rule of thumb," Wilson says, "trucks are competitive up to 500 miles from the mill. Up to 500 miles trucking is as cheap or cheaper than railroads" for small orders.

Wilson says that more mills are contracting for discounted truck rates, or, as in the case of Kruger Inc., owning their own truck fleets.

Using trucks to ship newsprint becomes especially attractive financially, he says, if they can haul back some commodity such as paper for recycling.

Of all the geographic areas, the Southeastern mills use trucks most frequently because of the concentration of mills in that area and the mills' proximity to newspaper customers.

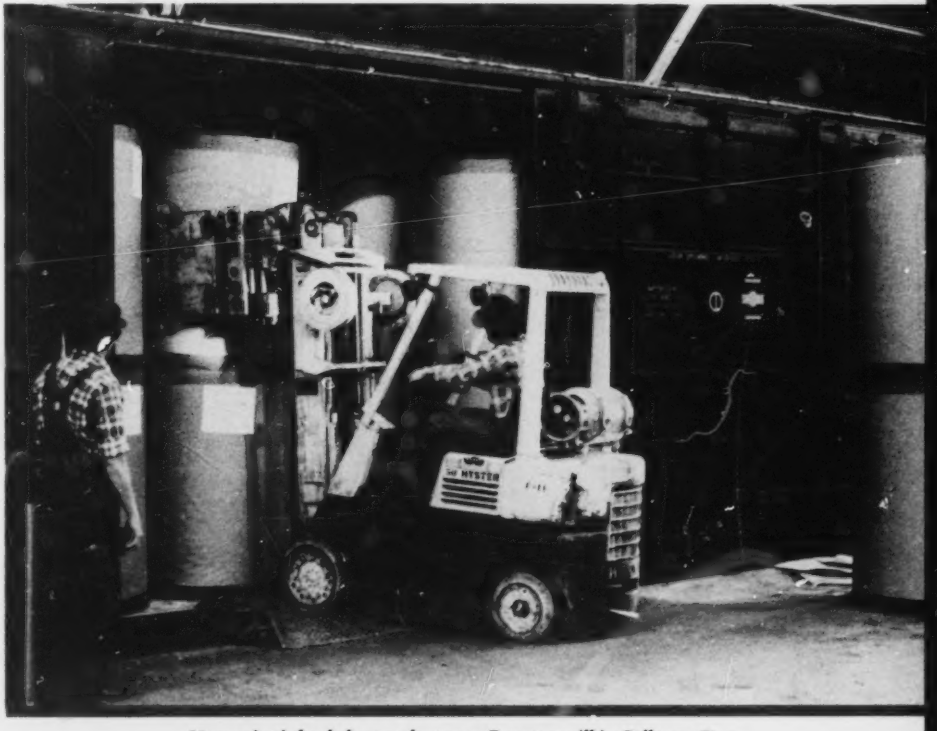
If a small newspaper orders newsprint only once a month, then the newsprint probably would be delivered by truck. Sometimes mills are in the position of being what is called "captive shippers"; that is, their transportation options are severely restricted.

In such situations, the carriers can charge the mills much higher rates. For example, where trucking in the newsprint is not feasible, a newspaper may have a railroad spur, with only one rail carrier; or the railroad may discontinue a line, thereby stranding the newspaper from rail delivery. In both situations, a captive-shipper situation is created.

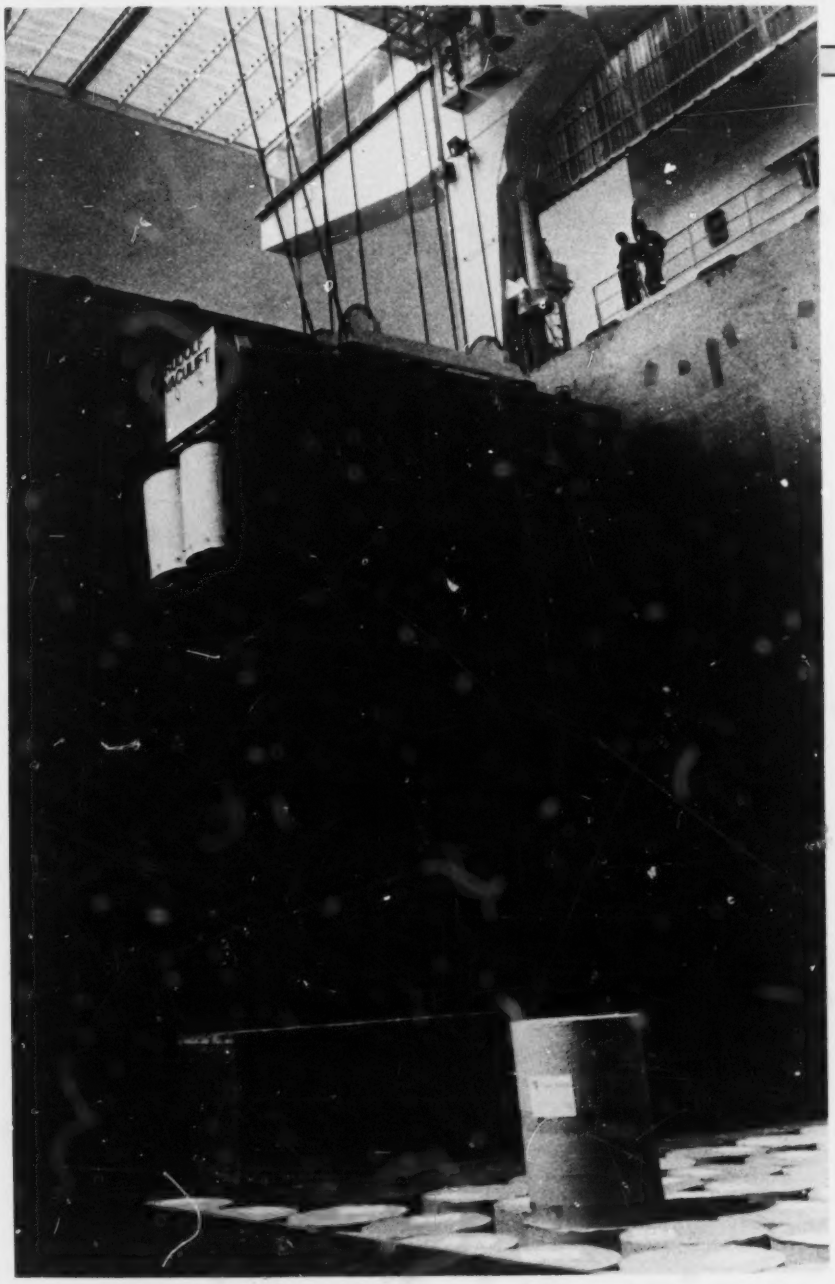
A newspaper is best positioned when its newsprint warehouse is near a waterway, railroad lines and major highways.

Damaged goods. Over the years, a major concern of newspapers and newsprint mills has been the condition in which the newsprint arrives—sometimes after a journey of several thousand miles.

There was a time when newsprint de-



Newsprint is loaded onto a boxcar at Bowater mill in Calhoun, Tenn.



Automated roll handling allows newsprint to be moved more quickly to and from barges and ships.

livered by rail was more likely to be damaged by jarring than newsprint shipped by other means. But the experts say there is now no appreciable difference in the extent of damage resulting from one form of shipment versus another.

That's because the railroads responded by introducing boxcars with "cushion underframes," which are essentially shock-absorbing boxcars. In fact, railroads, at the urging of ANPA, as far back as 1947 began seeking ways to cushion boxcars to minimize newsprint damage.

Railroads also have attacked the damage problem by using air bags wedged between rolls in the newsprint shipments. Sometimes a surcharge is added for this extra degree of protection.

However, Traffic Committee Chairman Wilson notes that all the shock absorption and air bags in the world won't reduce damage if inexperienced or uncaring railroaders treat newsprint as if it were steel instead of eggs.

Railroads have become increasingly reluctant to pay damage charges for newsprint ruined during shipping, he says, because they have tightened up their internal (compensation) procedures.

"Railroads are putting all kinds of obstacles in the way of publishers trying to collect for damaged newsprint," he says. "It's become more difficult to collect damage charges." □

Deregulation could cut boxcar supply

The media attention and public concern raised over the divestiture of AT&T on Jan. 1 somewhat obscured the deregulation of the nation's railroads that occurred the same day [presstime, Feb. 1984, p. 49].

Although it is too early to tell what effect, if any, deregulation will have on the cost of moving newsprint, Interstate Commerce Commission officials believe it will ultimately lower rail shipping costs.

ICC officials say the railroads will probably phase in new rates over a period of time rather than abruptly change their rate schedules.

While deregulation might benefit newspapers and other businesses that depend heavily on railroads, it could be bad news financially for the smaller rail carriers.

In the past, the smaller railroads routinely maintained a surplus of their own boxcars, allowed the cars to move through the larger railroad systems and then collected rental fees on the boxcars from the larger railroads. The result, according to ICC estimates, was a surplus of 50 percent more boxcars than the rail system needed.

With deregulation, says ICC economist Jack S. Ventura, there will probably be fewer boxcars available. Moreover, carriers now may charge each other whatever the market will allow when one railroad's boxcars move over another's tracks.

"I think the deregulation will improve utilization (of the boxcars)," he says. "When you free up the process, the rates will more truly reflect the economics. There is less incentive to dump cars into the system."

ANPA Manager/Newsprint and Traffic Joseph F. Prendergast Jr. points out, though, that the reduction in the number of boxcars available could have an adverse effect in getting newsprint to newspapers.

The Canadian Pulp and Paper Association, the American Paper Institute and others have intervened in a suit filed in U.S. Circuit Court of Appeals for the District of Columbia opposing the deregulation on grounds that it will result in abuse of market power, among other things. The court will hear oral arguments in May or June. □

'Oldest daily' title goes unchallenged

BY C. DAVID RAMBO
presstime staff writer

Once an issue of rather serious debate, the question of just which U.S. daily newspaper is the oldest appears to have withered away.

No one is challenging claims of The Alexandria (Va.) Gazette that it is, as its nameplate boasts, "America's Oldest Daily Newspaper"—a point highlighted by the paper's recent bicentennial observance. The Gazette was founded Feb. 5, 1784, and began daily publication 13 years later.

Even The Philadelphia Inquirer, which once insisted it was descended from an even older daily publication, has backed off and let the Gazette stake its claim to journalism-history fame.

"There is no question," says George Mair, publisher and editor-in-chief of the Gazette. "The Alexandria Gazette is the oldest daily in continuous publication in the United States."

Over the years the Gazette has prospered, sunk to near financial ruin (several years ago it was unable to meet its payroll on time), but fought back and managed to hang on.

In fact, the Gazette's 200th anniversary celebration, which included publication of a special bicentennial edition, coincided with an improving financial picture. Published Monday through Friday, the evening paper expects to show profits by the end of 1984 and thus end a 12-year period of losses.

Circulation also is on the rise, according to Mair. Paid circulation 18 months ago was about 9,000, he says; now it is up to about 13,400. An additional 6,000 copies are distributed free. Gazette circulation, principally within the city limits of Alexandria, is audited by Certified Audit of Circulations, one of several organizations that verify both paid and free newspaper circulation.

Mair attributes the paid increase "to the fact that we have repositioned ourselves in the market." Alexandria, with a 1980 population of 103,217, is located across the Potomac River from Washington, D.C.

The newspaper conducted research with the help of the University of Virginia to draw the "profile of the average Alexandrian," he says. The results showed that this fictional person is a single, 31-year-old woman who works for the federal government or a firm dependent on the government for much of its business.

Consequently, the Gazette is trying to "get away from the obit-column crowd," reports Mair, and target its content to a younger audience. For example, it has run stories on how single, working people deal with personal relationships, how to decorate an apartment for less than $1,000, and how to diagnose and repair simple mechanical problems with cars.

The paper strives to maintain its tradition of providing primarily local coverage of historic Alexandria, where residents are proud of the fact the city was founded in 1749 and was the home of George Washington and Robert E. Lee. The Gazette also seeks to "take advantage of that deadline window" enjoyed by a p.m. daily. Mair says the paper covers national and international events by using wire service reports to update the news carried in morning newspapers.

Its biggest competitor is The Washington Post, which sells about 27,000 copies a day in Alexandria. Another morning paid daily, the mail-delivered Alexandria Journal—one of five suburban Washington dailies published by Journal Newspapers Inc.—has circulation of 5,473, most of which is within the city.

The Gazette's new editorial thrust is but the latest chapter for the Gazette, founded as the weekly Virginia Journal and Alexandria Advertiser and later known as the Virginia Gazette and Alexandria Advertiser. It became Virginia's first daily April 10, 1797, under the name Times and Alexandria Advertiser. The name Alexandria Gazette was adopted in the early 1800s.

The Gazette was family-owned for most of its years until 1973, when it was purchased by the State-Record Co. of Columbia, S.C. It was sold again in 1979 to Sing Tao Ltd. of Hong Kong, which publishes Chinese-language newspapers in the United States and some English-language newspapers in Singapore and the Fiji Islands.

Although the oldest in daily publication, the Gazette is not the oldest newspaper in the country. That title appears to be held by The Hartford Courant, "the oldest continuously publishing newspaper in the country," says Kristina Goodnough, the Courant's community affairs manager.

The Washington Post

Publisher Mair displays special edition.

The Courant was founded as a weekly Oct. 29, 1764, under the name Connecticut Courant. The paper started publishing daily in September 1837.

The Philadelphia Inquirer, when owned by Walter Annenberg, claimed it was the oldest daily by virtue of its ties to the Pennsylvania Packet, founded in 1771 as a weekly but changed to a daily in September 1784. The Packet later was purchased by another Philadelphia newspaper, the North American, which was merged with the Public Ledger in 1925. The Inquirer purchased the Ledger in 1934.

But Knight-Ridder Newspapers Inc., which purchased the Inquirer in 1969, dropped the oldest-daily claim. William W. Broom, Inquirer vice president of public affairs, says, "It would be as if you married a woman who was a descendant of George Washington and then claimed you were a descendant of George Washington."

The late Frank Luther Mott, former dean of the University of Missouri School of Journalism, once wrote in a piece on old newspapers that it is not uncommon for newspapers and magazines "to take over the founding dates of publications they have absorbed in order to gain a certain age prestige."

Mott added that "such practices make the careful historian squirm." □

Times v. Sullivan

Twenty years later, the celebration is muted, as erosion of this sweeping libel ruling continues

BY KATHARINE P. DARROW

Celebrations are being planned to commemorate the 20th anniversary of the U.S. Supreme Court's decision in *New York Times v. Sullivan*. That decision is customarily referred to in Homeric style as a "landmark decision," a "seminal opinion" that abruptly changed the state of libel law with radical and far-reaching consequences. Yet the benefit of hindsight obliges us to note that 1984 is also the 10th anniversary of the Supreme Court's decision in *Gertz v. Welch*; and as we contemplate these 20 years of libel law, we must consider whether *Sullivan* still gives us reason to celebrate.

A brief history lesson is in order.

On March 29, 1960, there appeared in The New York Times a full-page advertisement signed and paid for by the Committee to Defend Martin Luther King and the Struggle for Freedom in the South. Under the heading, "Heed Their Rising Voices," the advertisement began with the assertion that the non-violent student movement led by Dr. King was being met with "an unprecedented wave of terror by those who would deny and negate [the Constitution]. . . ." There followed a series of paragraphs describing events that purportedly illustrated the wave of terror. The two paragraphs that became the basis for the Sullivan suit read:

> **(Third paragraph)** "In Montgomery, Alabama, after students sang 'My Country, 'Tis of Thee' on the State Capitol steps, their leaders were expelled from school, and truckloads of police armed with shotguns and tear-gas ringed the Alabama State College Campus. When the entire student body protested to state authorities by refusing to re-register, their dining hall was padlocked in an attempt to starve them into submission."
>
> **(Sixth paragraph)** "Again and again the Southern violators have answered Dr. King's peaceful protests with intimidation and violence. They have bombed his home almost killing his wife and child. They have assaulted his person. They have arrested him seven times—for 'speeding,' 'loitering' and similar 'offenses.' And now they have charged him with 'perjury'—a *felony* under which they could imprison him for *ten years*. . . ."

Below the text of the ad was an endorsement of the appeal and a list of names with titles identifying 18 of the endorsers as clergymen in Southern cities.

L. B. Sullivan was one of three elected city commissioners of Montgomery, Ala. As commissioner of public affairs, he had supervisory authority over the Police Department as well as other public services. Feeling personally aggrieved by the ad published in the Times, Sullivan wrote to the newspaper demanding a retraction.

The paper's lawyers wrote back that they did not think the ad referred to Sullivan, but they invited him to explain in what way he felt the ad libeled him.

Sullivan did not reply. Instead he filed a civil suit for libel against the Times and four of the black clergymen whose names had been listed as endorsers of the ad's appeal. Shortly thereafter Alabama Gov. John Patterson also wrote to the Times and demanded a retraction. Interestingly, the Times published a retraction for the governor. The governor filed suit nevertheless, claiming damages of $1 million In short order, the other two Montgomery city commissioners also sued, for $500,000 each.

As the Times had learned after publication, some of the statements in the third and sixth paragraphs were not entirely accurate. Most pertinently, the campus dining hall had not been padlocked, and only a few students may have been barred from eating there because they had not properly applied for meal tickets. The police did not "ring" the campus after the students' demonstration at the State Capitol, though large numbers of police were deployed near the campus a few days later. Dr. King had been arrested four, not seven times; and so on.

Katharine P. Darrow

Sullivan's lawsuit was tried before a jury in the Circuit Court of Montgomery County. Sullivan argued that because he had supervisory authority over the police in Montgomery, the reference to the police in the third paragraph and the references to arrests in the sixth paragraph all referred to him. He further claimed that the ad could be read as imputing to the police—and therefore to him—the padlocking of the dining hall and the acts of intimidation and violence described in the sixth paragraph.

The trial judge instructed the jurors that under Alabama law, the statements in the advertisement were libelous *per se* and not privileged. Therefore, if they found that the statements referred to Sullivan, the law would assume legal injury even though Sullivan did not prove his reputation was harmed; and if they found the defendants had acted with malice, punitive damages could be awarded even though actual damages had not been proved.

The jury awarded Sullivan damages of $500,000, the full amount he had claimed. Not long after, the second commissioner to sue also won an award of $500,000.

While the Times and the individual defendants appealed the *Sullivan* award to the Alabama Supreme Court and then to the U.S. Supreme Court, 11 libel suits by local and state officials, claiming a total of $5.6 million in damages, were pending against the Times in Alabama.

During the argument in the U.S. Supreme Court, Justice William J. Brennan Jr. asked counsel for the Times whether the size of the damage award and the fact that the jury was free to make an award of any size were part of the Times' First Amendment argument. The Times' attorney

Darrow is general counsel of The New York Times Co.

remarked: "The size of the award is part of our argument on the evidence. . . . [S]urely there was no evidence to sustain a judgment of this sort which is a death penalty for any newspaper if multiplied."

Was he exaggerating? In 1964, The New York Times Co.'s net income was $4,253,000. If the *Sullivan* award had been upheld and the other three cases based on the same ad had followed their expected course, the Times would have had to pay a minimum of $2.5 million. With seven unrelated suits pending in Alabama alone, it was hardly an exaggeration to call the situation life-threatening.

In the earlier appeal to the Alabama Supreme Court, the Times argued that under the First Amendment, a state could not impose a rule of strict liability for libel. As noted previously, Alabama's law presumed injury if the plaintiff could show that the defendant had published a libelous statement about him. The state Supreme Court summarily dismissed the newspaper's argument, citing the U.S. Supreme Court for the assertion that "[t]he First Amendment of the U.S. Constitution does not protect libelous publications."

Writing for a unanimous U.S. Supreme Court, Justice Brennan declared that libel, like contempt, obscenity and other "formulae for the repression of expression," was not immune from constitutional scrutiny. "It must be measured by standards that satisfy the First Amendment."

Because Alabama's law of libel did not give would-be critics of official conduct any latitude for error, Brennan said, "[i]t is inconsistent with the First and Fourteenth Amendments." He wrote:

> The constitutional guarantees require, we think, a federal rule that prohibits a public official from recovering damages for a defamatory falsehood relating to his official conduct unless he proves that the statement was made with "actual malice"—that is, with knowledge that it was false or with reckless disregard of whether it was false or not.

The Supreme Court ruled that Sullivan had failed to prove the Times had published the advertisement with "actual malice." The mere fact that the newspaper may have had stories in its files that would have indicated the statements in the ad were false did "not establish that the Times 'knew' the advertisement was false, since the state of mind required for actual malice would have to be brought home to the persons in the Times's organization having responsibility for the publication of the advertisement," the court held.

Brennan's definition of actual malice made it plain that the new federal rule was something quite different from the common-law meaning of malice in the sense of ill will.

On the 10th anniversary of Sullivan, *the publishers probably forgot to celebrate because libel was not much on their minds. Thus it was a rude shock when the Supreme Court suddenly revitalized libel law with its decision in* Gertz.

In cases that followed, the Supreme Court clarified the subjective nature of the actual-malice test, explaining that it could only be met with proof of deliberate falsification or of a "high degree of awareness of . . . probable falsity." The court stated, "There must be sufficient evidence to permit the conclusion that the defendant in fact entertained serious doubts as to the truth of his publication."

Following the guiding principle "that debate on public issues should be uninhibited, robust, and wide-open . . .," the court soon extended the *Sullivan* rule to libel plaintiffs who were not public officials but were public figures. By 1971, when the court applied the rule to a private-figure plaintiff who was involved in a controversy of substantial public concern, libel had become a matter of some academic interest but virtually no real threat to publishers.

On the 10th anniversary of *Sullivan*, the publishers probably forgot to celebrate because libel was not much on their minds. Thus, it was a rude shock when on June 25, 1974, the Supreme Court suddenly revitalized libel law with its decision in *Gertz v. Welch*.

In *Gertz*, the court retreated from its most recent extension of the *Sullivan* rule to a private-figure plaintiff. The court held that in libel suits brought by private figures, the states were free to impose standards of proof less strict than the actual-malice test, so long as the standard involved some degree of fault.

A publisher still could not automatically be held liable for publication of a defamatory falsehood; however, the First Amendment would not be infringed if a private person recovered damages for a libel published through negligence but without actual malice.

In the 10 years following *Gertz*, the Supreme Court has not decided a libel case in favor of the press. It has defined more and more narrowly the category of public figures who must meet the *Sullivan* test. Giving new significance to the subjective nature of the actual malice test, the court has allowed libel plaintiffs to engage in searching discovery of reporters' and editors' thought processes and newsroom discussions as evidence of their subjective states of mind.

Given the extraordinary cost of such discovery—in terms of the principle of editorial freedom as well as the dollar cost of legal fees—a publisher today is hard-pressed to decide whether the risk that a private figure will win a multimillion dollar judgment on a showing of negligence is more or less threatening than the risk involved when the plaintiff is found to be a public figure, and the publisher must rely on the somewhat dubious protection of the *Sullivan* rule.

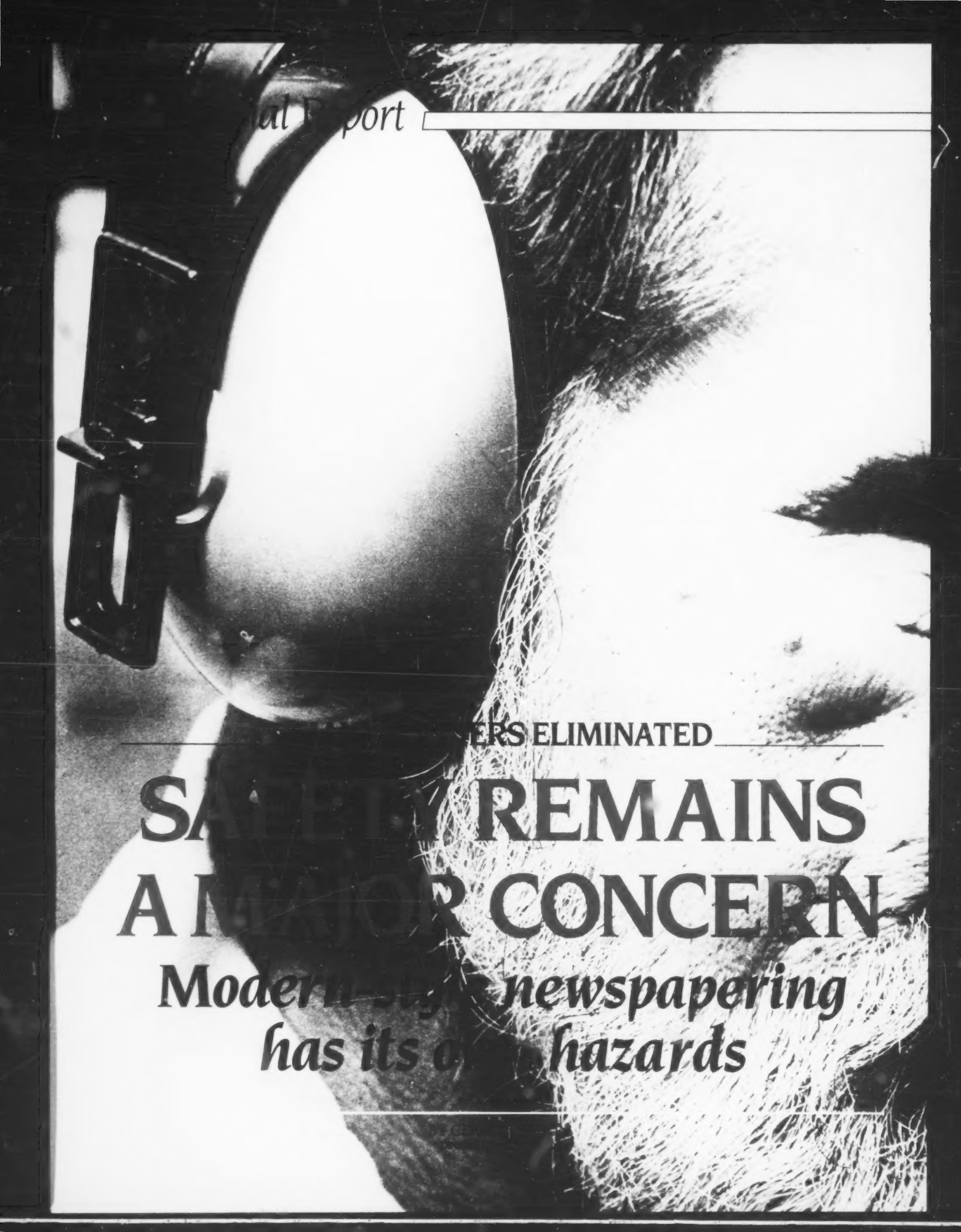
When the *Sullivan* opinion was published in 1964, little attention was paid to Justice Brennan's bold assertion that in First Amendment cases the Supreme Court could—rather, should—examine the factual record to ensure that the Constitution was given proper and sufficient deference in the lower courts' application of law to the facts.

Such *de novo* review is exactly what the court did in *Sullivan*. And it is what appellate courts have continued to do in First Amendment cases over the past 20 years.

In recent years, media defendants have lost 90 percent of libel cases tried before juries, often incurring huge damage awards. But on appeal, after the appellate court's re-examination of the case in light of the First Amendment, the same defendants have had about 68 percent of the adverse decisions overturned.

Pending now before the Supreme Court is a case called *Bose v. Consumers Union*, in which the main issue before the court is whether *de novo* review of First Amendment cases is proper and permissible. If this "other" rule of the *Sullivan* case is overturned, publishers will be once again at the mercy of juries whose passions and prejudices today are no less inflamed than they were in Alabama in 1964.

It is ironic that the 20th anniversary of *Sullivan* will inevitably be another watershed in the history of libel law. □



...ERS ELIMINATED

SA... REMAINS A... R CONCERN

Moder... newspapering has its o... hazards

Talk with some veteran production employees if you want an idea of how much safer newspaper work is nowadays. "I recall shoveling metal shavings into hand carts for delivery to the melting pots," says Mitchell M. Stepniewski, 62, who started at the South Bend (Ind.) Tribune as an apprentice stereotyper in 1946. "It was heavy and hot work. Coal-fired furnaces were hard to keep at level 600-degrees temperature. Frequent splashes were caused when moisture got into the molten metal. My biggest concern was the weight—40-pound stereotype plates and 150- to 200-pound base plates. The fumes, the heat and whine of the Autoplate and flat saws—I remember them all."

The current era of "cold type" production "is 2,000-times better," Stepniewski believes. "Now, it's clean, lightweight and certainly safer work. . . . I'd say the risks are minimal by comparison."

But the substitution of video display terminals and phototypesetters for Linotypes and stereotype machines has not meant an elimination of safety and health problems at newspapers.

In 1982, for example, there were about 19,400 reported job-related injuries at U.S. daily newspapers, according to the Department of Labor's Bureau of Labor Statistics. With total newspaper employment of about 425,000, that means there was one injury for every 22 employees. Still, that marked an improvement from a decade earlier when newspaper injuries totaled one for every 17 employees.

Figures prior to 1972—in the hot-metal era of newspapering—were compiled on a different basis and are not directly comparable.

While the severity of many newspaper injuries is far less than in the hot-metal days, the modern era has its own, unique concerns. High on that list is VDT safety. VDT use has been studied and debated for about half a decade, with most authoritative reports proclaiming the terminals as safe as home TV sets. There is, however, concern over musculo-skeletal and eyestrain complaints associated with VDT use.

Other things being used at newspapers today—lasers, wash-up solutions, chemical solvents, ink, even X-acto knives—are under scrutiny for possible health and safety problems.

None of these, however, is going to cause the newspaper business to break into the National Safety Council's dangerous-industries list, populated by such fields as transportation, shipbuilding and meatpacking.

Nonetheless, fatalities do sometimes occur in newspaper work. The council reports there were two fatalities in 1982, three in 1981 and four in 1980. Although the council does not identify the cause of the deaths, the few fatalities that do occur in the newspaper industry are usually related to delivery-vehicle accidents, rather than in-plant mishaps, the safety experts say.

Changing times. Compared to the way things were, today's problems appear to be relatively insignificant. No longer are bubbling metal, fumes and acids part of the newspaper workplace.

At the South Bend paper, for instance, "We used to work with nitric acid and had to wear rubber gloves and aprons," says John A. Sommer, 55, foreman of the camera/platemaking department, who started with the newspaper as an engraver in 1953.

"In addition to the risk of acid burns, there were the fumes from the etching of zinc and magnesium plates. Also, we could not avoid splashing acid on our clothing, and trousers would last about six weeks at the most. Now, the plastic plates are washed with water. It's a lot cleaner, healthier and safer," he notes.

Thomas E. Mellander, 52, began working for the Tribune as an engraver in 1951. "Before the automatic processor," he says, "I remember working with acetic acid in the 'stop bath' processing of film. Because it was done in open trays, the pungent fumes were unpleasant if not harmful. Also, we used what was called 'dragon's blood' (a red powder) in preparing line engravings for the etching operation. The elimination of routers and all those flying metal chips has consequently eliminated another hazard."

In fact, the newspaper composing rooms of those days were rated under workers' compensation insurance as "high-risk" operations because of hot metal and bench saws.

For insurance purposes, today's cold-type composing rooms can be considered at risk rates comparable to business offices.

Many newspapers found they could save thousands of dollars in insurance premiums by having their composing rooms classified as a clerical rather than a mechanical operation. For example, Louis J. Franconeri, vice president/operations for The Baltimore Sun, reports that as far back as 1971 the Sunpapers saved $12,000 a year by reclassifying the composing room.

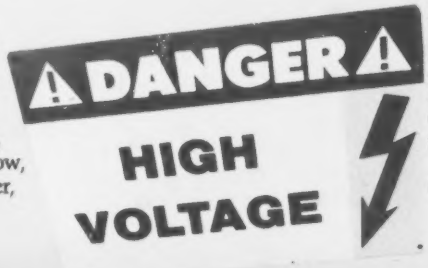
Even further back, in 1959, an agency recognized by all insurance carriers and state fund administrators—the National Council on Compensation Insurance—classified photocomposition workers alongside artists, designers and clerical employees, a classification that carries a lower workers' compensation insurance rate than employees classified under "newspaper publishing" or "printing."

"There is no dangerous area of the newspaper if you know what you're doing," says Mary Trossen, employee relations manager of the Dallas Times Herald. "We don't have equipment that jumps out and grabs you."

Most newspaper safety specialists report back injuries, especially in the circulation department, are the most common type of injury. In fact, this is the most common injury in all industries, according to Dr. Wayne O. Buck, medical director of the Los Angeles Times and The Times Mirror Co. "Back injuries account for the greatest percentage of lost-time days," he says.

The second most common type at newspapers is hand injuries, which can range from an imbedded sliver of metal to crushed fingers. Trossen says a problem of hand cuts in the pressroom caused by handling thin plates was "easily solved" by making it mandatory to wear safety gloves.

"Most accidents result from the improper use of equipment and tools," says John C. Risler, safety manager of The Miami Herald—"for example, using a crowbar as a hammer."



Federal regulations. Coinciding with newspapers' switchover to cold-type production was a heightened concern among lawmakers and bureaucrats about on-the-job health and safety issues.

In 1970, Congress passed the Occupational Safety and Health

Act, and in 1971 the U.S. Department of Labor began to enforce it.

Since that time, the Occupational Safety and Health Administration has issued hundreds of regulations, many affecting newspapers, which are classified in the "manufacturing industry—nondurable goods" category.

Each year, newspapers with at least 11 employees are required to report occupational illnesses and injuries on OSHA Form 200. Using a formula that involves the number of hours worked by employees and the number of injuries and illnesses reported, OSHA determines an "incidence rate" that can be used to compare safety records.

In 1982, the newspaper injury "incidence rate"—expressed as incidents per 200,000 employee hours worked—was 5.7. This compares favorably, for example, with the 6.4 rate for printing and publishing generally and with the 9.3 rate for all nondurable manufacturing.

Despite this showing, newspapers are penalized by the Bureau of Labor Statistics, which classifies them with commercial printing and other publishing businesses under Standard Industrial Code 27. Because of that grouping, the newspaper business has been rated by the federal government as a "high-risk" industry—a classification that usually results in more workplace inspections. Conversely, a "statistically safe" classification means an end to spot inspections, a situation enjoyed by the retail-trade, finance, insurance, real-estate and certain service industries.

Despite the widespread belief that OSHA under the Reagan administration has been relatively docile, the agency reports that it performed more inspections at job sites during fiscal 1983 than it had in any of the previous seven years. Inspectors visited 68,577 work sites—an 8-percent increase over the previous high in fiscal 1980.

Of the 68,577 inspections, 61 were at newspapers. In fiscal 1982, 48 newspapers were visited.

Moreover, the government's role in protecting workers on the job seems to be expanding.

Late last year, the 5th U.S. Circuit Court of Appeals upheld the right of OSHA inspectors to ask employees to wear personal sampling devices to record the level of air contaminants or noise present in the workplace. The court's ruling in *Service Foundry Co. Inc. v. Donovan* is believed to be the first in which a court has held that the air employees breathe and the noises to which they are subjected are "conditions of employment," along with wages and hours. The company had refused to allow employees to wear the devices.

Also last year, OSHA issued new rules requiring manufacturers to label certain potentially hazardous substances handled by workers, including several used in the newspaper business, such as certain cleaning solvents. The Nov. 25, 1985, date for implementation of the standard is in question, however, because of the prospect of extensive litigation.

Probably reflecting both government and industry efforts to improve job safety and a decline in hours worked in high-risk industries, workplace injuries and illnesses overall dropped in fiscal 1982 to their lowest levels in the 10 years BLS has been tracking the figures.

Workers' compensation. Despite this improving safety performance, employers still face a nettlesome situation with complicated workers' compensation regulations. These differ from state to state and cover such disparate situations as rehabilitation of disabled workers and injuries to minors.

In 1911, the first significant workers' compensation laws were enacted in the United States. The first comprehensive Canadian laws followed in 1915.

Such laws hold that employers should assume the costs of occupational disabilities without regard to any fault involved. The laws also serve to relieve employers of liability from lawsuits involving negligence.

In the newspaper business, workers' compensation claims may cover incidents as varied as the reporter who falls down the steps of the county courthouse to the food editor who burns her hand on the test-kitchen stove to the circulation district manager who strains his back while dropping off a bundle of Sunday newspapers.

One of the more common claims in the newspaper business alleges deafness caused by pressroom noise. This "is still a continuing, costly problem," says Michael G. Manfro, safety and environmental affairs manager for the Los Angeles Times. Many pressmen have been on the job for years, long before OSHA issued a noise standard and before newspapers instituted hearing-conservation programs that involve use of ear protectors and, in some cases, control rooms for press operators.

There is a trend, however, toward erosion of the protection against lawsuits that the workers' compensation laws provide

Stoecker of Milwaukee (kneeling) makes routine inspection with (from left) Foreman Robert J. Beckers, RN Bonnie J. McGregor and insurance company representative Ben Sieg.

employers. In a widely cited 1982 case, *Blankenship v. Cincinnati Milacron Chemicals*, the Ohio Supreme Court became the latest court to permit direct actions against employers by injured workers.

Robert A. Minor, a Columbus, Ohio, attorney, says that in broadening employer liability, the Ohio court and others have acted without benefit of any legislative action and that it is "unlikely that this trend will be reversed."

In a 1980 case, the California Supreme Court ruled that an asbestos worker with asbestosis could sue his employer, the Johns-Manville Products Corp., for fraudulently concealing the fact that the disease was related to his work and inducing him to keep working under hazardous conditions.

Last year, the Manville Corp. of Denver filed for reorganization under Chapter 11 of the Federal Bankruptcy Code, declaring that it would go bankrupt if it had to compensate thousands of past and present employees for their asbestos-related disease claims.

At least one newspaper company has tested for asbestos fibers in the workplace. Because the building of The Courier-Journal and The Louisville Times was constructed in the mid-1940s when asbestos was commonly used as a pipe insulating material, the company recently decided to inspect the pipe insulation. Some has been identified as asbestos, and the air is being tested in certain areas of the plant for asbestos fibers.

Ralph Drury, vice president/director of operations, says that based on the findings of a report being prepared by an outside laboratory, "appropriate steps will be taken to maintain a safe work environment."

There have been several recent cases in the newspaper business where employees have sued for alleged work-related injuries and diseases—either as a substitute for, or as an adjunct to, processing claims through workers' compensation procedures.

A U.S. District Court jury recently found that Rockwell Graphics Systems Inc. was liable for $750,000 in damages to a former pressman and his wife for the loss of six of his fingers in a 1979 printing press accident at the now-defunct Washington Star.

In Cleveland, an out-of-court settlement was reached last fall in litigation involving five manufacturers of newsprint ink and five pressmen who claimed their affliction with cancer was linked to their jobs.

In Houston, a suit filed in 1981 against The Houston Post by the widow of a pressman who died of cancer was settled out-of-court for $15,000. The plaintiff subsequently filed a suit against two ink manufacturers, which is pending.

Also in Houston, a Harris County District Court jury in December 1981 overturned a total disability award by the workers' compensation board to a Houston Chronicle pressman who claimed his emphysema was related to paper dust in his work environment. The plaintiff then filed a suit against seven newsprint suppliers. That suit was settled out of court for what one of the attorneys for the defendants characterized as "a nominal sum."

And in San Francisco, pressmen have filed suits in California Superior Court against as-yet unnamed ink suppliers and press manufacturers, alleging that the corporations are "responsible in some manner for their injuries and damages." The so-called "product liability" cases remain pending. Also pending are workers' compensation cases brought by pressmen at the San Francisco and San Jose newspapers who allege pulmonary and other problems resulting from their jobs.

What newspapers are doing.

Clearly, the stakes are high in this field of job safety. The U.S. Department of Heath and Human Services estimates that employers spent more than $22 billion on workers' compensation programs in 1980, the last year for which figures are available. That was almost $2 billion, or 8.9-percent, higher, than the previous year's costs. A substantial part of the growth is attributed to inflation, but the U.S. Chamber of Commerce notes there has been a continuing rise in statutory benefit amounts, along with an increase in the costs of overall medical care. (The chamber publishes an annual state-by-state analysis of workers' compensation laws. The 1983 edition can be obtained for $12 from the chamber at 1615 H St. NW, Washington, D.C. 20006.)

A decade ago, the percentage of corporate payrolls allocated to workers' compensation was 1.1 percent. Today, according to the National Council on Compensation Insurance, companies spend 2.1 percent.

The average time off on a worker's compensation claim is 10 days for all industry, according to the Claims Department of the Chubb Group of Insurance Companies. There are no comparable statistics for newspapers only.

There are separate newspaper statistics for the premiums paid to insurance carriers for workers' compensation, but they vary across the country. The rates are dictated by the states and range from an Hawaii high of $10.30 per $100 of payroll to an Indiana low of 71 cents per $100, according to Charles H. Weidman, vice president of the Wyomissing, Pa., based-KDN Corp. The estimated average is between $2.50 and $2.70.

Working independently or with insurance carriers, newspapers can cut their costs. For example, The Pittsburgh Press has significantly reduced the amount of lost work days by attention to compensation matters. "The credit goes to policing claims and taking an active interest in medical treatment," says Personnel Director M. William Davis. "We were extremely fortunate in getting cooperation from the unions, especially the Teamsters. They recognize we must control costs."

The Press, which also prints the Pittsburgh Post-Gazette, lowered its total lost work days by about 1,300 in 1983 from 1982.

Davis notes there are few mechanical accidents. "Most are caused by lifting," he says, stating a fact that is substantiated by insurance companies.

Ray Gaul, safety and security manager for the San Francisco Newspaper Agency, the company that handles non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner, says he conducts classes showing employees how to lift. "Sometimes circulation employees lean in a truck door and pull a bundle (of newspapers) toward them rather than getting in the truck and shoving the bundle out," he says.

Back injuries are difficult to monitor, he notes, because "a soft tissue injury does not show in X-rays."

Terry W. Stoecker, safety and training administrator for The Milwaukee Journal and Milwaukee Sentinel, notes the current craze for exercise and jogging does not necessarily strengthen back muscles. As part of a training program, Stoecker shows employees movies such as "Bend Your Knees" by Leonard Ring, a New Zealand structural engineer. Such films can be obtained from insurance carriers.

The training of supervisors in

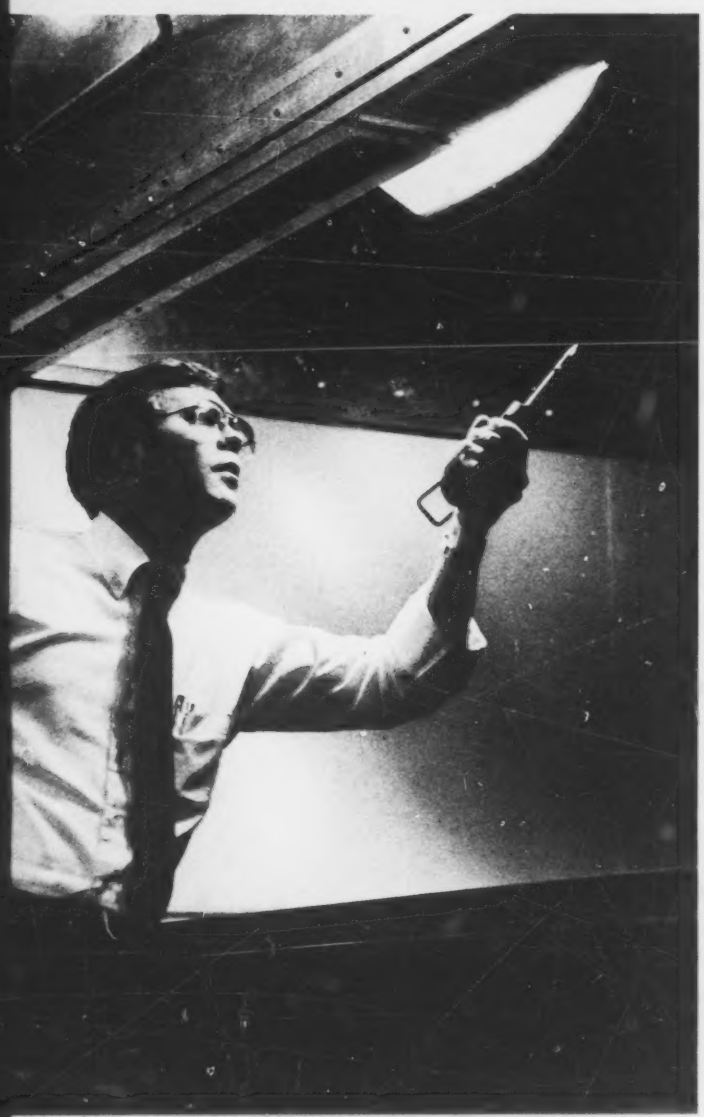
safety measures can hold down workers' comp claims, Stoecker notes. The Journal Co. also conducts a defensive driving program for circulation employees.

The Plain Dealer of Cleveland also experiences the most injuries in the circulation department, although "we don't have too many workers' comp claims," says Fleet Safety Director A.W. Wingard. "We have some back injuries and twisted ankles, dog bites and cut fingers. It's an occupational hazard."

Wingard is another who says "you have to get supervisors involved in safety." Since starting a new safety program in 1969, accidents have declined about 30 percent, he reports. In addition, the newspaper started a course last December on "decision driving" that is conducted "in the classroom and on the street" by representatives of the company's insurance carrier.

The Miami Herald has a "safety by objective" plan that assigns accountability and responsibility for on-the-job injuries to line management. Each supervisor and department head must include a safety segment in his or her list of annual objectives.

The Los Angeles Times has a similar program that includes a 200-word safety policy statement. President and Chief Operating Officer Donald F. Wright says the safety of employees "is not only important in and of itself, but it's good business for an employer. We feel it is every manager's responsibility to see that safety is an integral part of our work."



The Miami Herald's Risler tests for airborne concentrations of substances with a multi-gas detector.

ANPA efforts. ANPA's activities in the health-and-safety field have been stepped up, too, in the past decade.

The Environmental Committee was established as a separate committee in 1980. It evolved from a subcommittee that was formed in the mid-1970s by what was then called the Production Management Committee. George Cashau, now director/technical research, was named the first environmental specialist in 1971. His Technical Research Department now has seven people devoting 100 percent of their time to environmental work. Department specialists conduct Technical Advisory Service studies at newspapers in the areas of industrial hygiene, noise monitoring, air sampling, radiation testing and lighting.

The Environmental Committee recently announced plans for a fourth Health and Safety Symposium Oct. 11-12 in the Chicago area. Earlier ones were held in 1980, 1981 and 1983 in other locations around the country.

The new ANPASURE™ insurance program offers a variety of workers' compensation plans. "A large body of knowledge pertaining to job safety is available from the ANPASURE carrier," notes ANPA Senior Vice President and Deputy General Manager Thomas C. Fichter. "Small newspapers now can take advantage of cost-cutting measures usually available only to large papers," he says.

Also, with the International Circulation Managers Association, ANPA conducts an annual Safe Driving Campaign for newspapers. The 598 papers participating in the campaign that ended Dec. 31, 1982, produced an accident rate of 1.32 per 100,000 miles—the lowest rate since the program began in 1941.

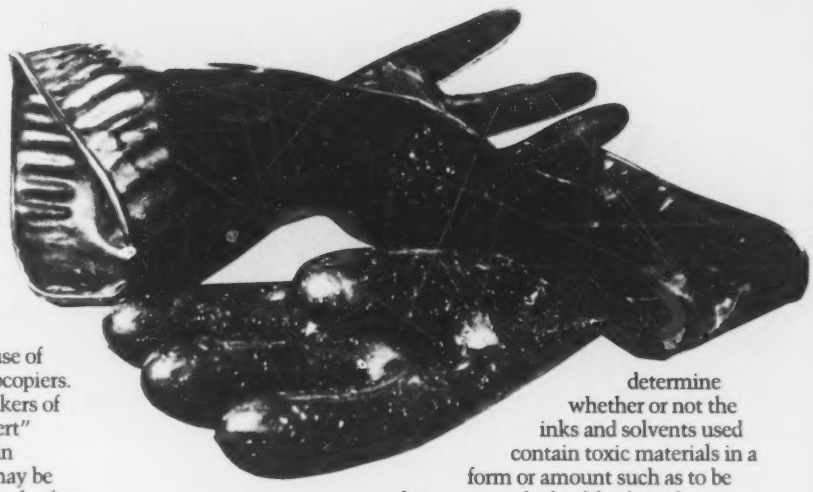
Concern about the accuracy of government figures regarding newspaper injuries has prompted ANPA to initiate an accident/illness reporting system.

The reporting system is designed to assist members short-term by determining areas that need immediate attention and long-term by reducing incidence and lost workday rates both at individual newspapers and on an industry-wide basis.

The system will be similar to the current newsprint waste-reporting system in which many newspapers are involved.

Union concerns. While newspaper safety experts generally report good cooperation from labor organizations in promoting job safety, some unions maintain that more can be done to make the workplace safer.

"VDTs remain our primary concern," says David J. Eisen, director of research and information for The Newspaper Guild. As a result, more contract clauses covering the operation of VDTs are creeping into labor agreements. For example, 14 newspapers have agreed contractually to establish VDT safety committees.



"VDTs are safe," says Dr. Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee. "There are no serious health hazards of any kind, including risks to pregnant workers." There are "discomfort factors" to be considered in the musculo-skeletal and ocular areas, Brown says, but they can be eliminated by adjusting working conditions such as chairs and lighting.

Eisen says the Guild also is concerned about the use of chemicals in the office, including those used in photocopiers.

The Guild works with the Communications Workers of America on safety issues. The CWA has a "hazard alert" telephone number that its members may use to obtain information on chemicals or substances they think may be hazardous. David E. LeGrande, the CWA's occupational safety and health representative, says the union receives about 200 "hazard alert" calls a year.

Walter Lypka, director of technical and occupational health training for the Graphic Communications International Union, says his union is concerned about the need to educate employees about workplace hazards, "especially noise, back injuries and toxic materials." Lypka cites one study that showed the ubiquitous back injury often is caused by lowering, not lifting, loads.

"Chemicals are an ongoing battle," he adds, "because new ones are always coming out. Our members get barrels of solvents into the workplace that have nothing on them but numbers." The GCIU has prepared "toxicity ratings" charts to help its members learn more about such chemicals. The union also has a safety and health program "in which we encourage management to participate along with their employees."

Still, the majority of unions give too little emphasis to safety and health problems affecting their members, according to a study released in January by the Washington-based Public Citizen Health Research Group. The organization, founded by Ralph Nader, concluded that "unions do recognize the importance of occupational health and safety, but are still not willing to provide adequate financial support or professional staff for their cause." Based on a follow-up survey of a 1976 study, the group said there "were very few improvements between 1976 and 1983."

In response to the study, union spokesmen said the survey of 14 major unions was "useful," but that it emphasized the need for more professional staff people at the national level, while downplaying the activities of local unions.

Some local GCIU labor agreements with newspapers provide for disclosure of information about chemical components. For example, the pressmen's agreement with The Hawk Eye of Burlington, Iowa, states:

"The company . . . agrees to fully disclose, in writing, the full identity of all chemical and related substances. Such identification shall include, but not be restricted to, the chemical, drug, biological or pharmaceutical name, the maximum concentrations of exposures, symptoms, medical remedies and antidotes."

The Denver Post and Rocky Mountain News have contractually agreed, upon request by the GCIU local, "to cause tests to be made in the pressroom by competent authorities to determine whether or not the inks and solvents used contain toxic materials in a form or amount such as to be dangerous to the health of employees under existing pressroom conditions."

Risler of The Miami Herald notes that most potential solvent problems revolve around cleanup tasks in the offset printing process and in the use of colored ink. They can be solved with proper hoods and vents. "Good industrial ventilation is the key," he says.

Manfro of the Los Angeles Times notes that California has one of the strictest hazardous-substance laws in the nation. Employees have the right to inspect a "material safety data sheet" that must be kept by the newspaper.

Outlook. There are two areas, newspaper production and safety specialists say, on which attention will continue to focus in the immediate future—pressroom noise and the delivery system. In addition, scrutiny of materials such as chemicals, inks, etc., will continue to be practiced.

The pressroom concerns are being addressed by the development of quieter presses and other measures. "Today, we're building the press in a cocoon or enclosing the employee in a soundproof room," notes Ralph S. Roth, vice president/production for Knight-Ridder Newspapers Inc.

But others, such as William C. Goshert, safety and training supervisor of The Arizona Republic and Phoenix Gazette, note that the safety problems associated with the delivery of newspapers, which are being exacerbated by increasing traffic congestion, will not soon be solved.

"One of the things that strikes me," says Roth, "is the way the concerns of safety committees have changed" since he was chairman of such a committee in the late 1950s at the St. Paul (Minn.) Pioneer Press and Dispatch. "The things we worried about 25 years ago have been solved. Today we're worried about, for example, ergonomic issues associated with the use of VDTs. The question of radiation has been put to rest. Now we're worried about proper chairs and lighting. The concern about the workplace has moved from vital concerns about loss of life and limb to 'quality of life' concerns, the workplace environment . . . making it a pleasant place to work."

"Newspapers in general have been doing a good job in protecting their employees," says ANPA's Cashau. "For example, the hearing conservation programs . . . the investigation of accidents to prevent similar types from occurring. There is more interest in 'wellness' programs, which are a step beyond safety programs. The concern now and in the future is with the overall health of the employee."

Many options now are available for buyers of NEWSPAPER PRESSES

Publishers today must choose from among offset, flexography, anilox inking and conversion kits

BY PAUL KRUGLINSKI
presstime technical writer

While there seems to be little agreement on what might be the next big technological breakthrough in press development, one thing is for sure: There have never been so many options available to publishers looking for different ways to print their newspapers.

Letterpress presses reigned unchallenged in the pressroom until the 1960s, when offset became an alternative. But since then, the pace of technological developments in the press room has picked up considerably.

Today, newspapers are being printed by conventional letterpress, anilox letterpress, flexography, conventional offset, anilox offset and DiLitho™. To compound matters, engineers are employing a variety of press designs within each printing method.

Because of these developments, publishers increasingly are positioning themselves to convert or replace presses to take advantage of the fast-paced technical advancements of recent years. Financial benefits from recent tax law changes, which allow newspapers to depreciate equipment more rapidly, also encourage newspapers to update press facilities.

Flexography and the anilox ink-transfer roller are yielding the bulk of the press options.

The anilox roller is an engraved cylinder that replaces the conventional ink measuring system. Anilox rollers have recessed cells, each containing the proper amount of ink to print a desired ink density. Manufacturers are seeking to improve the anilox roller's endurance and ink affinity.

In flexography, the anilox roller delivers a measured ink film directly to a soft, shallow photopolymer relief plate, which in turn prints directly onto newsprint.

The anilox roller also is being used with ink form rollers in the manufacture and conversion of letterpress and offset presses.

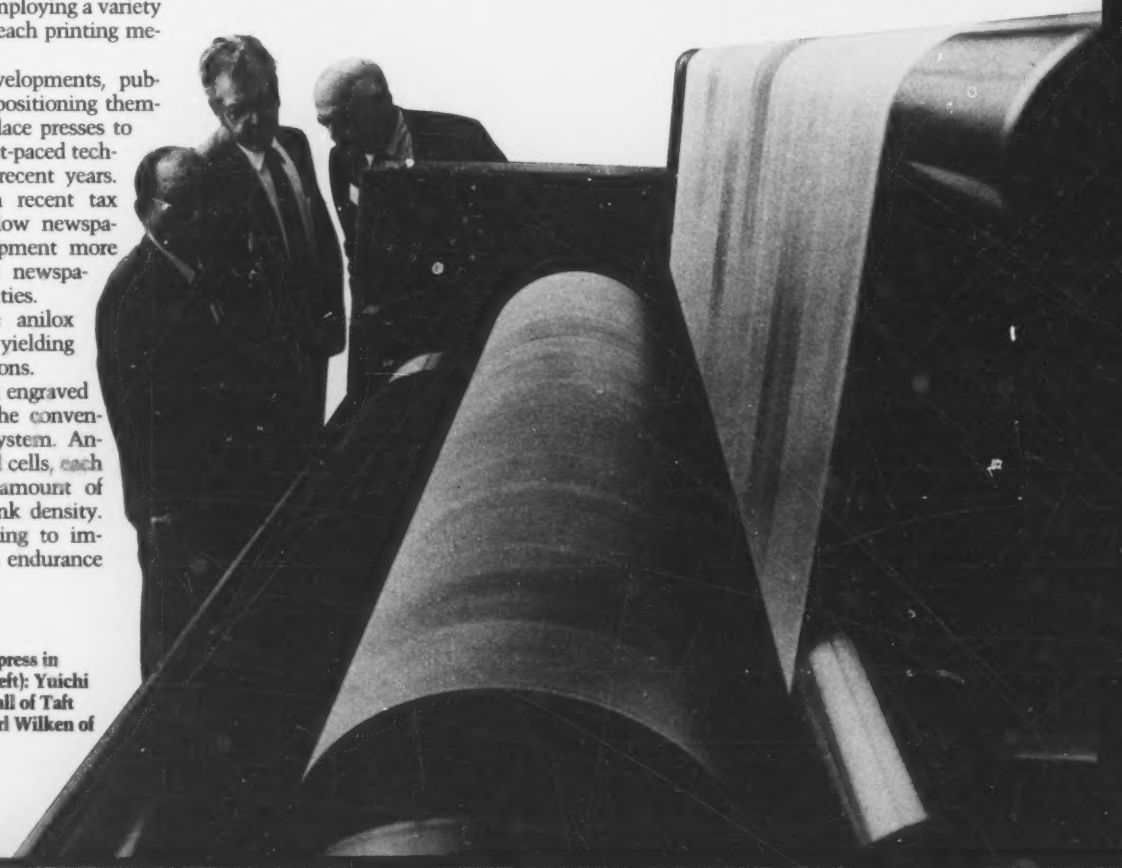
The main benefits of the flexography/anilox technology include its potential for reducing labor intensity in the pressroom, cutting newsprint waste, using environmentally safer water-based inks, reducing press weight and cutting energy consumption.

But progress is never without its obstacles. And along with the new press possibilities are some problems.

For example, the premature drying associated with using water-based inks in flexography and the problem of "ink starvation" involving the oil-based inks used in anilox offset printing still need to be resolved.

Nevertheless, it is clear by the large number and variety of experiments at newspapers that anilox printing technology is going to be in use for many years. There is no such consensus, however, where flexography is concerned.

Flexography vs offset. Companies such as the Kidder-Stacy division of the Motter Printing Press Co. and Windmoeller & Hoelscher Corp., because of their early involvement with flexographic presses



Observing TKS anilox letterpress in Davenport, Iowa, are (from left): Yuichi Okamura of TKS, John E. Hall of Taft Equipment Sales Co. and Earl Wilken of Graphic Arts Monthly.

used in other industries, are "putting all their eggs in one basket" and betting that flexography will be the next standard newspaper printing process.

Despite announced decisions to enter the flexographic sweepstakes [presstime, Dec. 1983, p. 46], both M.A.N-Roland USA Inc. and Graphic Systems Division of Rockwell International Inc. (Goss) are convinced that conventional offset is the industry standard and will continue to be so for at least the next decade.

"One major factor for this is the strong emphasis on process color," says William E. Seaman, M.A.N.-Roland vice president/sales and marketing. "This industry (the newspaper business) is a trendy industry. And there is a clear trend towards more (color) quality."

Seaman and others believe that conventional offset is the only way to achieve quality color printing—at least for now.

Les Kraft, Goss' vice president/marketing, says that with all the experimentation being conducted with flexographic press lines this year, vendors and newspapers should know by next year whether flexography will meet its advocates' expectations.

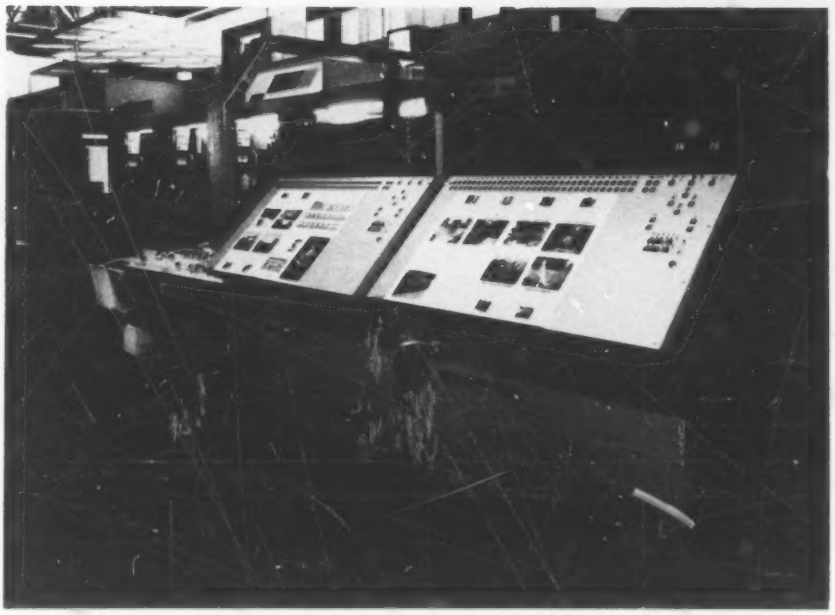
Kraft, who has not been a strong supporter of flexography, says the research going on across the nation may prove that the cost of plates, platemakers and other prepress equipment needed for the process may erase any financial savings that otherwise result.

Other possibilities. Many manufacturers feel they should keep their options open by pursuing innovations in a variety of available technologies.

Nearly all the press manufacturing and conversion companies involved in offset printing believe that anilox offset press technology is in a strong position to emerge as the next industry standard.

Two firms—Tokyo Kikai Seisakusho Ltd. and Solna Inc. of Joplin, Mo.—are already producing, respectively, double-width and single-width offset presses using the anilox inking system. Anilox offset, they say, combines many of the advances of flexography with the high quality printing of conventional offset printing.

While letterpress press production has died in this hemisphere, TKS last May began producing a lightweight, four-color satellite (off-line) letterpress unit that uses anilox rollers to produce what ANPA Vice President/Technical William D. Rinehart says is quality color reproduction. The Tokyo-based Yomiuri Shimbun, the world's largest daily, is printing process color with the unit, which uses a common impression cylinder to lay down the colors.



Solna is one of two manufacturers of anilox offset presses.

The Quad-City Times in Davenport, Iowa, purchased a new TKS black-printing anilox letterpress unit three years ago.

"The problem with (American) press designers is that they have a stereotype about how a press should look," says E. Neal Eaton, vice president/corporate communications and international marketing for Publishers Equipment Corp. Eaton believes the TKS design, using the common impression cylinder, is a logical way to design a satellite press unit because of its simplicity and greater production performance.

Eaton points out that PEC and other firms involved in press conversion were born out of the last evolutionary stage in press developments—the switch from letterpress to offset. He says there is no reason why the next developmental stage could not spawn another generation of vendors offering functional press designs that depart radically from the conventional presses of today.

The consensus among experts regarding the future of press technology generally follows Eaton's predictions:

"Whatever the process, we believe because of the competition along with the present and future economics of newspaper production, the printing press and the room needed to house it will be quite different from what we are now accustomed to seeing.

"Electronics and automation will be a part of the machine of the future. Reel rooms, folders and units will be controlled from a console located some distance from the actual physical location of the printing press.

"Units, because of energy consumption, as well as installation cost and maintenance will be much lighter in weight and (smaller in) size, yet—with newly designed folders—will be capable of producing quality multi-color large and small products in various dimensions at a very high rate of speed.

"The days of million-dollar press units are presently and will continue to be a thing of the past. Newspaper presses will be replaced almost every 10 years (because of continually advancing technology and tax incentives).

"With all the above in mind, the newspaper press of the future will be capable of producing magazine quality newspapers at a fraction of the cost of the . . . machines now available."

Eaton also points out that the increasing complexity of mailroom problems will affect the design of future presses. It is conceivable, he says, that the "folding device" of the future will be located in the mailroom and will also handle inserting functions.

In response to the press option phenomenon, the ANPA Research and Development Committee will sponsor a symposium on press options and distribution Oct. 29-30 at the Ramada O'Hare in Chicago. □

Covering Washington without breaking the budget

BY MARGARET GENOVESE
presstime staff writer

Historically, as the federal government grew, the press corps assembled to cover it grew along with it. In his benchmark 1981 book *The Washington Reporters*, Stephen Hess wrote: "The press's primary response to the growth in government personnel is growth in press personnel. The number of Washington reporters has almost doubled in the past 30 years."

As evidence, he pointed to the number of correspondents accredited to the congressional press galleries that serve the daily print press—primarily newspapers and news services. In 1949, 621 correspondents were accredited. In 1979 their numbers had grown to 1,027.

Since then, although the Reagan administration has been laboring mightily to reduce the federal bureaucracy, the number of correspondents has continued to increase. It was up to 1,480 in 1983, according to officials of the House Press Gallery.

Who are these people, and what do they do?

They represent individual newspapers, they serve newspaper groups, they work for wire services, and they are free-lancers peddling Washington reportage by the story, by the week or by the month.

Some write "national" stories and have the prestige beats—the White House, the State Department, the Pentagon—but close to half, say gallery staffers, concentrate on the stories emanating from Washington with a "local" angle.

"The paper doesn't send me up here to be David Broder," says Albert L. May, Washington correspondent for The News and Observer in Raleigh, N.C., referring to The Washington Post's political columnist. May's coverage is confined to the activities of the North Carolina congressional delegation and to federal actions relating directly to the state and its major businesses and industries.

There is no need for May to cover national stories, except those with a North Carolina connection, reasons News and Observer Managing Editor Robert L. Brooks, because the newspaper gets that kind of coverage from the Associated Press and United Press International and several supplemental services.

The number of correspondents has continued to increase. It was up to 1,480 in 1983, compared with 621 in 1949.

Trends in newspapers' interest in this kind of Washington coverage are difficult to track. Some say emphasis is up, some say it is down.

Here's how Leland J. Schwartz, editor of States News Service, sees it: If you were to plot the interest of newspapers in Washington coverage over the last 11 years, the trend line would be going up at a steady 45-degree angle. Newspapers, says Schwartz, are "starting to see that covering Washington on a local basis can be as powerful locally as covering city hall." His news organization provides tailored coverage for local papers on a contractural basis.

Richard Thomas, who heads a similar operation for newspapers in California, New York and Ohio, disagrees with Schwartz. In the mid-1970s, he says, there was an "awakening" of interest, sparked by the establishment of a news service by consumer activist Ralph Nader to provide congressional coverage for papers without Washington correspondents. But since that service was sold in the late '70s, Thomas believes interest has "tapered off."

Thomas, whose Ohio/Washington News Service provides localized issue reporting and what he calls "accountability" reporting on members of Congress, says too many editors "would rather not spend the money." They "more or less let the congressman set the agenda of what is said about him through his press releases and, in effect, give him a free ride."

More papers get coverage. If there are no clear-cut trends, there is movement.

Because of the continuing shift in the newspaper business to group ownership, many newspapers that never had a Washington presence now do, simply because they were acquired by a newspaper group with a Washington bureau.

For example, the Thomson Newspapers' bureau was opened with two staffers 12 years ago when the group had only 38 newspapers in the United States. Today, the bureau's six reporters provide coverage to 84 Thomson dailies. The bureau churned out a total of 3,491 stories in 1983, according to the annual report of Bureau Chief Richard J. Maloy. Of these, only 132 were national stories, the rest were local.

In addition to this phenomenon, there are other indications pointing to more localized coverage by newspapers:

- New group bureaus are being established. Harte-Hanks Communications Inc. established a bureau last March to provide primarily regional coverage for its 13 Texas dailies. And Jefferson-Pilot Publications started a bureau in mid-1982.
- Individual newspapers that had been served by group bureaus or news services or had no Washington representatation at all are sending correspondents to Washington on a permanent basis. Among the ones doing so within the past year are The Arizona Republic and The Phoenix Gazette, the Seattle Post-Intelligencer, the Asbury Park (N.J.) Press, The Anchorage Times and the Fairbanks (Alaska) Daily News-Miner, and The Greenville (S.C.) News.
- The two major wire services are beefing up Washington coverage by reconstituting regional staffs that were disbanded in the mid-1970s.

Costs involved. The question of how to cover Washington often comes down to economics.

The Anchorage Times and the Fairbanks Daily News-Miner pooled their financial resources to establish their sole Washington reporter. The newspapers have different owners and are located in cities about 400 miles apart, but they have common interests in Washington coverage.

"For some years we've, on a contract basis, used the services of several Washington bureaus," says Times Managing Editor G. Kent Sturgis. "We finally sent our own reporter because the influence of the federal government is so strong in Alaska." One of the reasons his paper did not send a reporter to Washington sooner was cost, says Sturgis.

At the other extreme, some newspapers and groups are abandoning their Washington operations. Last year The Topeka (Kan.) Capital-Journal shut down its decade-old, one-person bureau. "We just felt it was not economically feasible to continue it," says Rick A. Dalton, managing editor. In 1980, Harris Enterprises closed its one-person bureau for similar reasons. The bureau served seven Harris dailies in Kansas.

Although the annual budgets for the larger news operations can run into millions of dollars, it does not necessarily take megabucks to get Washington coverage.

The Alaska dailies have allocated $50,000 annually for their new capital presence. The total includes their correspondent's salary.

The Asbury Park Press figures it will spend $13,000 this year over and above its correspondent's salary to cover Washington for the readers back home. Some of the purchases State Editor Gary Deckelnick has included in the budget are one-time-only items, such as a portable computer terminal.

Also included are office supplies and telephone service, subscriptions to newspapers and to an electronic data base, the cost of sending the reporter to both major political parties' presidential nominating conventions, membership dues in the National Press Club, and $1,000 for freelance services, primarily photography.

Many one-person bureaus are run essentially as cottage industries, out of the correspondent's home. This is the path chosen by the Alaska and New Jersey dailies.

Originally, the Asbury Park paper planned to rent office space in the National Press Building, a long-time address for many Washington bureaus. But the building is being renovated and was not accepting additional tenants when Asbury Park was looking. The option of renting an office there still is being considered, says Deckelnick. According to building officials, leases in the renovated building start at $215 a month for the smallest office space—room for a desk, a phone and a VDT.

A few smaller bureaus have been able to cut corners, compliments of the federal government. Reporters in these operations essentially camp out in the Senate Press Gallery, a four-room suite of offices in the Senate wing of the Capitol, where they have easy access to phones, desks and some of their primary news sources—the members of Congress from their papers' circulation areas.

But this could end. A study by the Standing Committee on Correspondents, a group of five correspondents elected by their peers, on how to modernize gallery operations may force reporters to give up these office-like arrangements.

News services. For newspapers not willing to make much of a financial commitment to Washington coverage, there are independent news services. States News Service, with a staff of about 25 serving 40 newspapers in 13 states is the largest. Started in 1973, it bought the money-losing Ralph Nader-sponsored Capitol Hill News Service in 1978. States itself has nearly folded more than once [presstime, April 1983, p. 55].

And there are about a half-dozen other independent services that generally have carved out a narrower reporting niche than States News.

For example, the Griffin-Larrabee News Bureau, dating back 65 years, has seven daily newspaper clients and concentrates on New England and Alaska. A new kid on the block, the Schlein News Bureau, founded a year and a half ago by 26-year-old reporter Alan M. Schlein, has five daily clients in Texas and Colorado.

They have differing ways of charging for their services. States News' circulation-based fee schedule starts at $75 a week. Griffin-Larrabee contracts by the month. And Schlein, although he would prefer a contract, will produce copy on a pay-per-piece basis.

There is yet another way newspapers are getting custom coverage of Washington. Two journalism schools provide such a service either free or for next to nothing. The Washington Reporting Program of the University of Missouri School of Journalism has graduate journalism students producing primarily enterprise stories free for a core of about 10 daily newspapers. The Medill News Service, a part of the Medill School of Journalism at Northwestern University, has 10 clients, nine daily newspapers and one group of weeklies. It charges $100 a month and provides a service closer to that provided by a typical Washington bureau.

Says Charles T. Alexander, director of the Medill program and assistant dean of the Medill School: "Our basic mission here is, obviously, the training of journalists. We have found in that process we are able to generate material that is of use and of value to newspapers."

Newspapers that have discontinued Washington operations—or never had them—turn to the two major wire services to fill the gap. And both recently have

Thomson Newspapers Washington Bureau staffers gather at the Capitol: (from left) Karen MacPherson, Shelly Blanchard, Pamela Moore, William Sternberg, Bureau Chief Richard Maloy, Alan Abbey and Robert Ferri.

given renewed emphasis to regional coverage from Washington.

In January 1983, UPI increased its Washington bureau staff from 58 to 64 with the addition of six reporters, one appointed by each of its regional divisions, to provide regionalized coverage.

Until 1973, UPI had reporters assigned to cover Washington for specific geographic regions. When the Watergate scandal broke, there was "such a need for people to be involved in other coverage that we erased the designation of regional reporter and integrated them into the Washington national staff," recalls Ronald E. Cohen, UPI managing editor and former chief of the UPI Washington Bureau.

The relocation of UPI's world desk from New York to Washington also has had an impact on the Washington bureau, Cohen notes. Occasionally members of that 40-person staff are assigned to cover breaking Washington stories.

The AP, too, has increased its staff in Washington—by 10 in the past six years—to provide regional coverage. The AP Washington staff now includes 82 reporters and 10 editors. It had discontinued its separate regional reporting staff in the mid-1970s for financial reasons. "Our rising costs coupled with the recession of 1974 forced us to realign the staff," explains Reid G. Miller, who until recently was assistant bureau chief. The 15 to 20 regional staffers were reassigned to the general staff to cover the bureaucracy.

When a regional staff began to be reassembled in 1978, it was not done by reducing the Washington general staff. This time, the regional reporters came from the state bureaus. The decision to send a reporter to Washington is made by the state bureau chief, the reporter is on the payroll of the home bureau and reports to news executives there.

AP Bureau Chief Charles J. Lewis is one who is bullish on the prospects of regional reporting from Washington. "This is a growth area as far as I am concerned," he says. "I think the regional staff is the area where this bureau will grow in the future because I think newspaper and broadcast operations around the country are interested in their local affairs as they are dealt with in Washington. The trend here (at the AP Bureau) is indicative of that." □

Mr. Griffen goes to Washington

What happens when a newspaper first turns a reporter loose in Washington with the assignment of coming up with "local" stories for the readers back home? A newcomer in Washington, even an experienced newsman, is sure to find some surprises.

Since arriving in Washington last Sept. 19, Sean D. Griffen of The Phoenix Gazette has produced stories that range from a behind-the-scenes account of the effort to get former Arizona Congressman John J. Rhodes considered for the post of secretary of the interior, to a whimsical glimpse of the personalities of the Arizona congressional delegation based on an analysis of their handwriting.

Of course, most of his stories are more routine—compilations of the reactions of Arizona congressmen to events like the President's State of the Union message, reports on changes in federal policies on important Arizona issues like dam safety, and features on visits of prominent Arizonans to Washington.

The Gazette (evening, circulation 105,630) and its sister paper The Arizona Republic (morning, 273,661) had been getting their Washington coverage through the bureau of Central Newspapers Inc., which also provided coverage for The Indianapolis Star and The Indianapolis News. Last year, the bureau was expanded, and both Phoenix newspapers assigned their own reporters to cover the activities of the seven-member Arizona congressional delegation and issues of regional interest to Arizona readers.

For Griffen, a former newspaper and television reporter in Oregon, his Washington assignment began with a two-part learning process. First, he had to find out what issues were important to the paper and its readership. To do that, he spent about two months in Arizona, traveling and writing—about the copper strikes in the South, the severe floods in the Northwest, the Indian reservations in the Northeast.

Sean D. Griffen

The second part of the learning process occurred when he arrived in Washington. To help familiarize himself with the landscape, he attended two seminars for Washington correspondents sponsored by Congressional Quarterly Inc.—one on understanding Congress and the other on legislative research. He had been to the city only once before, in 1971 to testify before a congressional committee in support of an education bill when he was president of the student body at U.S. International University in San Diego.

One of his biggest surprises was in discovering the sheer size of the federal bureaucracy. "My preconceived notion of how large the government was fell woefully short," he says.

Another surprise was the "scads of information" to be had in Washington. But, he adds, "it is not always easy to extract." For example, to track the Arizona-related cases at the U.S. Supreme Court, he first had to get access to a publication for the names of all the cases emerging from the 9th U.S. Circuit Court of Appeals, which covers nine states and two territories. Armed with that list, he went to the Supreme Court to look up those cases to determine which were from Arizona.

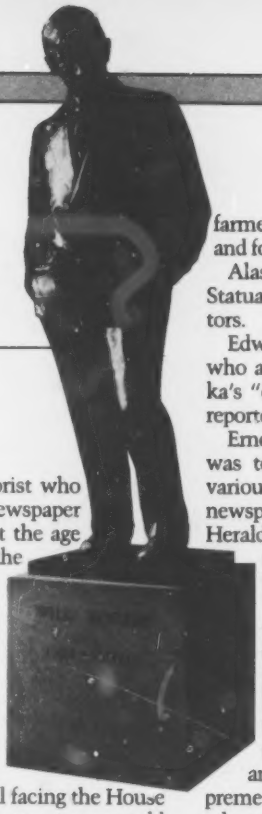
Griffen talks by phone to Gazette staffers back in Phoenix an average of three times a day. But despite this constant contact, he has had some difficulty keeping on top of what is happening at home. The Phoenix papers have been arriving by mail about eight days after publication.

"It feels a little like being a kite out in the sky, knowing you are connected to that person holding the string but not being able to see what's going on on the ground," he says. He consults the "Across the USA" page in USA Today for current Arizona news.

At first, what Griffen calls "the romance of being a Washington correspondent" wasn't all he had pictured. Because renovations to the National Press Building reduced the space in the Central Newspapers' bureau, his desk initially was the magazine table in the bureau reception area. His new office, located next door to the Washington bureau of the Soviet news agency Tass, is more commodious.

"Even though the first three months were a little difficult," says Griffen, "I would not have traded being . . . here for anything." □

Press sentinels guard Capitol



BY MARGARET GENOVESE
presstime staff writer

It is common knowledge that the U.S. Congress attracts its share of working journalists. More than 4,000 are accredited to the press galleries in the Senate and House of Representatives. It also is fairly well-known that journalism is the occupation of 28 members of the current Congress [presstime, March 1983, p. 12].

But it is a little known fact that among those people immortalized in bronze and marble in the U.S. Capitol building are a dozen men with links to newspapers.

All but one of these statues are in the National Statuary Hall Collection.

Statuary Hall is located on the first floor of the central part of the Capitol in what originally was the meeting room of the House of Representatives. In 1864, after the House moved to its current chamber in the south wing of the building, each state was invited to send to Statuary Hall two statues of citizens "worthy of . . . national commemoration." There is no prescribed method of selection, and states have chosen different means of deciding whom to honor and how to finance the project.

Ninety-three statues are now in the collection (seven states have contributed only one to date). Because of considerations having to do with the weight the floor can safely bear, only 38 of the statues are in Statuary Hall itself. The remainder is scattered elsewhere in the Capitol.

According to brief biographies compiled by the staff of the architect of the Capitol, 11 of the 93 individuals had some newspaper ties.

Most of the newspaper people in the Statuary Hall Collection are better known for their political accomplishments than their journalistic ones.

And, probably the leading newspaperman-politician in American history, Benjamin Franklin, is not even part of the collection. However, according to Anne-Imelda Marino Radice, curator for the Capitol architect, a Franklin statue was placed in the Capitol in 1862, two years before Statuary Hall was established.

One of the most popular statues in the National Statuary Hall Collection is that of a newspaperman—Oklahoma's Will Rogers. Rogers, a humorist who wrote a syndicated newspaper column, died in 1935 at the age of 55. Radice believes the statue's appeal stems from the fact that Rogers is someone "people still have a memory of."

A legend has grown up about the Rogers statue because of its location. It stands in a corridor off Statuary Hall facing the House chamber. As the story goes, someone told Rogers that his statue one day would be in Statuary Hall. Rogers is said to have replied, "I hope they will put me where I can keep an eye on Congress."

Capitol historians say they have been unable to document the story, which they label "apocryphal." Indeed, a letter on file in the architect's office indicates that the sculptor suggested the location in order to display the work to its greatest advantage.

Still, the story persists, perhaps because it is so believable. After all, it was Will Rogers who once remarked: "They ask me where I get my jokes. I just watch Congress—they solve the problem."

Other newspaper-related statues. If Rogers was the most colorful personality among newspaper people enshrined in the Statuary Hall Collection, he was not necessarily the best known.

That designation might be applied to William Jennings Bryan (1860-1925) of Nebraska. His career included stints as editor of the Omaha World-Herald and as founder of a weekly newspaper in Lincoln, The Commoner. Bryan was Woodrow Wilson's original secretary of state, three times a Democratic presidential nominee, a member of the House of Representatives and prosecuting attorney in the famous Scopes "monkey" trial in which a public school teacher in Tennessee was convicted of charges related to his teaching evolution.

The other Nebraskan in the hall also was a newspaperman. Julius Sterling Morton (1832-1902), at one time was editor of the Nebraska City News. Morton, also a farmer, was U.S. secretary of agriculture and founder of Arbor Day.

Alaska also sent two newspapermen to Statuary Hall. Both were once U.S. senators.

Edward Lewis "Bob" Bartlett (1904-68), who also served as the Territory of Alaska's "delegate" to the U.S. House, was a reporter for the Fairbanks Daily News.

Ernest Gruening (1886-1974), who also was territorial governor of Alaska, held various editorial positions at three Boston newspapers (the American, the Evening Herald and the Evening Traveler) and at two New York City papers (the Tribune and the Post).

Another former newspaperman who served in federal office and whose statue is in the collection is John Burke (1859-1937) of North Dakota. Burke was U.S. treasurer in the Wilson administration. He also served as governor of North Dakota and as chief justice of the state's Supreme Court. But when he first arrived in what was then the Dakota Territory in 1888, Burke edited the St. John Saturday Review, a weekly newspaper. His is the only statue representing North Dakota.

Thomas Hart Benton (1782-1858), a lawyer who served in both the U.S. Senate and House, once edited a newspaper called the Enquirer in St. Louis. His statue is one of two provided by Missouri.

Lewis Wallace (1827-1905), the author of the book *Ben Hur*, got his start as a writer for the Indianapolis Daily Journal. Wallace also had an extensive career in government service. Among other things, he was a Civil War general, was part of the military court that tried presidential assassin John Wilkes Booth and was governor of the New Mexico Territory. Wallace's statue was sent by his native Indiana.

One of the statues provided by Kansas is of John James Ingalls (1833-1900). Ingalls, a lawyer, served in the U.S. Senate and was elected president pro tempore. He opposed slavery and once edited a newspaper in Atchison, Kan., called Freedom's Champion.

A Maryland statue also is of a journalist with a cause. Charles Carroll (1737-1832) crusaded in the Maryland Gazette of Annapolis for the right of Roman Catholics to hold political office in the state. He was also a signer of the Declaration of Independence.

Montana's Charles Marion Russell (1864-1926) was an artist whose illustrations appeared in newspapers. Known for his paintings and sculptures of the American West, Russell is the only Montanan thus far enshrined in Statuary Hall. □

PROFILE

MILTON A. LOMAS

He moved 'across the table'

BY CLARK NEWSOM
presstime staff writer

Milton A. (Milt) Lomas has come a long way in the newspaper business since he began as a 12-year-old hawker of newspapers on Los Angeles street corners during the Great Depression, moving on to become first a hard-nosed union negotiator and finally a member of management.

Now vice president/production director for the San Francisco Newspaper Agency—the company that handles non-editorial matters for the San Francisco Chronicle and the San Francisco Examiner—he is responsible for the work of about 900 production employees.

Before rising in management, however, Lomas climbed the rungs of organized labor's hierarchy. The 58-year-old ("I tell people I feel like 40") Los Angeles native was active in the affairs of the International Typographical Union, first as a local mailers' union president and later as an international representative.

Selling papers after school, when there were two afternoon papers in Los Angeles, Lomas recalls "running around neighborhoods screaming the headlines when there was a big story. They called us 'boot-jackers.'"

Later, while still in school, Lomas started working part time in the mailroom of a free-distribution paper called the Downtown Shopping News. After graduating from high school, he began working full-time while attending a local community college for two years.

In 1946, he left the free paper to work in the mailroom of the old Los Angeles Examiner before it was combined with the Los Angeles Herald. He became an ITU member that year. Later, he became a local union officer.

Something happened in 1956, "much to my gain," he says. After being defeated in a bid for re-election as president of the local mailers' union, a full-time office he had held for two years, the then-president of the ITU, Woodruff Randolph, offered him a job as an international representative.

As an international "rep" from 1956 to 1965, Lomas operated throughout the United States, assisting local unions in contract negotiations and in grievance and arbitration proceedings.

"In the years that he worked for the ITU, he was one of our most energetic and capable international representatives," says Joe Bingel, the current ITU president. "He was our top trouble-shooter in complex strike situations."

One of those situations, which Lomas lists among his "toughest assignments," was in the spring of 1965 when The Newspaper Guild struck The Baltimore Sun. Many of the printers represented by the ITU walked out in support of the Guild, an action that was a breach of the joint ITU contract with the Sun and The News American. Both newspapers were shut down for more than a month. The situation was complicated by the split among ITU members over whether to support the Guild, and Lomas played a large role in convincing the Guild leadership to accept a settlement.

That year marked another significant change for Lomas. He moved "across the table" to the management side. After 10 years "on the road," he was ready to listen to a man who "was always after me to come into management"—Samuel C. Cameron, then general manager of the Long Beach (Calif.) Press-Telegram.

A desire to spend more time with his four sons and his wife, Ellen Jane, was a large factor in his decision. "I was ready to go someplace where there was decent management and do a job," he says.

Lomas was production director in Long Beach from 1965 until 1979, when he accepted an offer from the San Francisco agency.

"Lomas was the most intelligent union man we ever negotiated with," says Cameron, now retired. "You could depend on his word. He was very much a leader. I wanted him to transfer those abilities to management. He certainly gained the respect of those he supervised."

Peter B. Ridder, vice president and general manager of The Wichita (Kan.) Eagle-Beacon, was business manager of the Long Beach paper when Lomas was there. "He is a brashly confident person," Ridder says. "I learned a tremendous amount from him about labor relations. He has a great understanding of people—particularly the people in the back shop."

Friends and associates describe Lomas as a man with a good sense of humor. "He has an infectious laugh," Ridder says. "And he can laugh at himself."

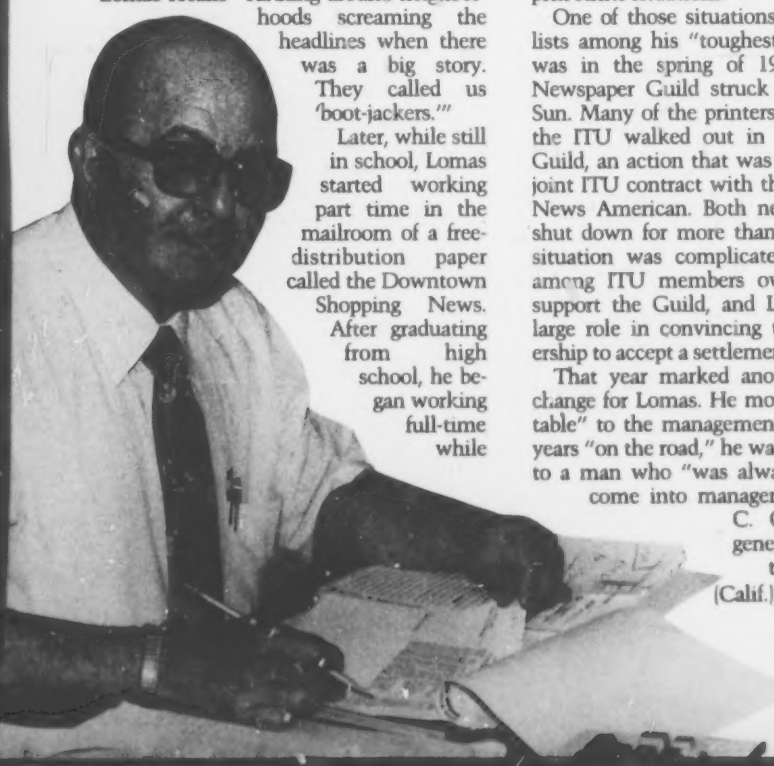
One veteran newspaper negotiator on the management side who dealt with Lomas when he was with the ITU describes him as "very shrewd, sharp and cunning. He could be loud, overbearing and arrogant in negotiations."

But another says, "He was a hard bargainer and fair. There was no question in my mind that he wanted to get an agreement."

Lomas says his philosophy has not changed since the days when he represented the ITU. "I have two philosophies. The first is to always be straight-out and honest. If you deal honestly at the (bargaining) table, no matter which side you're on, you can avoid problems.

"The second is, if it's good for the company and fair to the union, that's what we should be doing."

For recreation, Lomas grows "exotic" plants and keeps an ocean fishing boat ("not a yacht or anything like that") near Ensenada, Mexico, that he and his wife both enjoy. □



Milton A. Lomas

Now is time for U.S. publishers to aid press in Grenada

BY SIMEON BOOKER

Across the desk was the dean of Grenadian journalism, 64-year-old Alister Hughes, looking into the future from the cluttered office in his St. George's hilltop home, outlining the necessity of an instant comeback of his profession on the underdeveloped spice island.

"We need young journalists," declared Hughes, the silver-haired editor of a West Indian newsletter, who also serves as a stringer for several North American news organizations. "Give them pencils and pads and turn them loose. We don't have time now to train them, to send them to journalism schools abroad. We've got to get communications moving right away."

What he described as the U.S. "rescue mission" had ended four long years of tyranny, disguised as "revolution," under Prime Minister Maurice Bishop. Hughes himself had been rescued from prison by invading troops, along with scores of other professionals who had refused to buckle under to the Castro-type government. He had paid a heavy price. Over the years, his phone had been disconnected, his car impounded, and he had even been beaten by "goons." But Hughes still refused to give up the concept of a free press.

The future looked grim and risky, considering the sparse resources of homegrown talent. Rebuilding a nation is a slow process after a "brain drain" in which hundreds of the educated have fled persecution. Upwards of 6,000 young people, trained for the army to ease unemployment under Bishop's rule, roamed the island, jobless and disenchanted, while some Americans back in the States, caught up in political controversy, demanded that U.S. forces leave the island.

Months after the invasion, there were the telltale signs of an economy in limbo—deserted guest and vacation houses, pothole-scarred roads, and bombed-out police and military installations. There were also glaring warnings of unrest—the ex-Bishop officials languishing in prison, anti-American signs and slogans plastered on walls, and fear gripping people caught up in a situation they could not quickly change.

As simplistic as was Hughes' formula, it caught fire. Print and broadcast journalists from neighboring islands pitched in to help publish a weekly newspaper and to assist the U.S. military in putting a radio station back on the air. During the fighting, Cubans had destroyed extensive radio equipment. The newspaper had to be printed in Barbados or Jamaica and then shipped to Grenada. There were far more spirit and devotion than facilities and supplies.

Simeon Booker

This unpublicized vitality of Caribbean news men and women is one of the bright spots in the bloody Grenada episode. Freedom of the press is a paramount issue that the region's "news flock" believes in and fights for.

As a guest at the 40th anniversary conference of the Jamaican Press Association in Kingston, I was impressed with the dedication and the striving for excellence of the men and women in the Caribbean's Fourth Estate.

A U.S. Information Service invitation to conduct a Caribbean lecture tour coincided with the plan of my publisher for me to visit Grenada. In six island nations, I talked with broadcasting officials, publishers, editors and reporters, learning, among other things, about their joint effort to expose conditions in Grenada right up to the downfall of the Bishop regime.

Throughout the trip, I heard one point made again and again. Carib journalists, who consider themselves frontyard rather than backyard neighbors, feel that Uncle Sam's news media ignore them—except during times of conflict or uprising. There are few links, such as organization membership, technical assistance or study opportunities in the United States, despite the desire of the Carib press people for a closer association with American journalists. Ironically, even the black press in the States fails to cover these islands with their heavy percentage of African descendants. The fact that the islands are only a few flying hours from Miami makes it very difficult to explain the black press' affinity for African affairs.

What also disturbed me was the distance between priorities of American and Caribbean journalists relating to Grenada. The first U.S. outcry on Grenada was not over the presence of hundreds of American medical students in a country without any semblance of human rights, but over the exclusion of American reporters in the initial stages of the invasion. U.S. news organizations spent hundreds of thousands of dollars to deploy helicopters, yachts and planes to dispatch reporters to the scene. But it was a handful of West Indian newspapers that moved zealously to help Grenadians restart their own press.

A free press well could be the key to whether Grenada will rise like a star in a democratic sky or fall like a comet in an ideological nightmare. Grenada's journalists are some of the most courageous anywhere in the world. Like Alister Hughes, many have been imprisoned, tortured and beaten, yet they still share a determination to put their nation back together via a free press.

Typical is the bittersweet philosophy of ex-broadcasting station manager Jerry Romain, who was held five years in prison without charges except that he opposed Marxist rule. Shrugging his shoulders, the slender black man sighed, "I've just wasted the five years I was in prison. But at least I'm alive."

P.S. My publisher, Johnson Publishing Co. Inc., contributed $2,000 to help Hughes get his crash journalism program off of the ground. And I am delighted that ANPA is donating $30,000 for the purchase of a press for The Grenadian Voice. □

Booker is Washington Bureau chief for Ebony and Jet magazines.

Postal Service puts brake on some 2nd-class TMC mailers

Officials of the U.S. Postal Service have determined that some newspapers' total-market-coverage vehicles mailed second-class do not qualify for the relatively lower rates and better service afforded second-class publications, according to Edmund J. Ronski, a USPS mail classification specialist.

He would not say how many such publications have been reviewed or how many have been found to be in non-compliance.

However, at least two newspapers have received letters from high-level postal officials saying they must stop using second-class mail for their TMC products. They were instructed to use either third- or fourth-class rates. At least one of those newspapers, The Press Democrat of Santa Rosa, Calif., said it will file an administrative appeal of the decision.

The practice of using second-class mail for TMC started to take hold in many parts of the country within the last five months. It has triggered one lawsuit by a shopper company [presstime, Nov. 1983, p. 16].

Essentially, many executives of daily newspapers have interpreted the Postal Service's Domestic Mail Manual as allowing them to produce an extra issue or edition of the main paper and mail it second-class—like the regular edition—to reach non-subscribers. Second-class mail qualifies for more timely treatment by postal workers, and in most cases it is less expensive than third-class mail.

There are a number of strings attached to mailing TMC publications second-class, however. For example, the publication must be received by all subscribers. It must contain "additional news and information" not found in the paid paper, and generally it must not be "intended for advertising purposes."

There are many other second-class rules that must be contended with, including the so-called "50-percent-plus-one" rule, requring that a publication sell at least half plus one copy of all its circulation."

Depending on how many copies a newspaper can mail under special second-class "sample" rates, second-class actually may not be cheaper than third-class.

Many publishers say they received approval from local postmasters for second-class mailings of their extra editions. Some even claim to have gotten the go-ahead from regional postal officials.

But some newspaper-business executives were speculating in late February that the Postal Service might be on the verge of issuing guidelines that could restrict the practice.

In Santa Rosa, The Press Democrat (evening, circulation 71,055) every Tuesday has been mailing its TMC edition "Metro" to about 44,000 persons—about 2,500 Sunday-only subscribers, about 9,000 single-copy subscribers and the rest to daily non-subscribers.

Metro editorial content includes fresh, local material as required by the local postmaster. Advertising content includes preprints, ROP and classified advertising picked up from the Monday paid paper.

Harvey K. Altergott, general manager of the USPS domestic mail classification division, overruled the local postmaster who had approved distribution of Metro via second-class mail.

In a letter to the postmaster, Altergott cited several alleged violations of second-class postal regulations. Among them was Metro's heavy advertising content—one issue he reviewed was 88 to 94 percent advertising. He said it indicates Metro is "for advertising purposes."

Ronski of USPS said each instance of mailing TMC products second-class is being reviewed on its own merits. "We've been looking at it on a case-by-case basis because each varies," he explained. "No two are alike." □

Rate case hearings begin

Postal Rate Commission hearings began in mid-February on the rate increases proposed last November by the U.S. Postal Service.

The first round of a long hearing schedule involves cross-examination of USPS officials for explanation of the rate package. That proposal includes a request for higher second-class rates that could adversely affect many weekly and small daily newspapers [presstime, Dec. 1983, p. 19].

USPS representatives also are expected to answer myriad questions regarding third-class rates used for direct-mail advertising, which some newspaper publishers claim are unfairly low.

ANPA is actively participating in the hearings and is expected to cross-examine many USPS witnesses about the proposed rate structure.

The hearings, which are scheduled to last into the summer, were preceded by submission of questions, or interrogatories, to the Postal Service. These questions from the nearly 60 rate-case intervenors are expected to number in the thousands. ANPA submitted more than 100 questions, several of which dealt with the USPS practice of allowing detached labels for third-class mail—which the Association has asked the Postal Rate Commission to review. (See story, p. 29.)

Because of that pending request, USPS refused to answer interrogatories relating to detached labels. ANPA subsequently asked the commission to compel USPS to answer. The commission Feb. 17 did so for one such interrogatory; a decision on the others was pending in late February.

Following is the remaining, tentative hearing agenda for the rate case:

- March 12: Deadline for intervenors to file written descriptions of their basic positions on the rate proposal.
- April 12: Deadline for parties to submit interrogatories to intervenors.
- May 7: Hearings will start for intervenors to testify about their positions and to be cross-examined by USPS and by other intervenors. At least one ANPA representative will take the stand.
- May 25: All parties will take the stand to rebut evidence of the intervenors.
- June 6: Hearings will begin for intervenors to respond anew to USPS.
- July 3: Briefs will be due from all parties in support of their positions based on evidence presented in the proceeding until that point. Reply briefs will be due July 13.
- July 19: Oral argument may be scheduled for parties to present their cases.
- Sept. 10: A decision will be due from the commission. The decision may be accepted by the USPS governors, rejected or accepted under protest. □

ANPA, Advo exchange harsh words over detached labels

ANPA and Advo-System Inc. exchanged sharp criticisms recently as the continuing dispute over Advo's use of detached labels for third-class "marriage mail" heated up.

Detached labels are separate, postcard-like pieces that typically contain the addresses of recipients of advertising supplements that are "married" into one package and mailed to consumers. By using the separate labels, the mailer avoids the necessity of individually addressing the mail package.

Advo attacked ANPA for allegedly making "substantive misstatements" about Advo's use of the labels. "Simply stated," Advo said, "ANPA wants the (Postal Rate) Commission to give newspapers a protected competitive position by shackling mailers with restrictive rules and surcharges, and hampering the Postal Service's ability to adopt and foster efficient mail processing methods."

The remarks came in the form of reply comments to a document ANPA filed with the rate commission, re-emphasizing reasons the Association's complaint should get a full hearing [presstime, Feb. 1984, p. 29]. The commission in late February had not decided whether to take up the matter.

ANPA countered the Advo remarks by saying that much of the Advo document was "an unwarranted, vituperative attack on ANPA's motives. ANPA has previously addressed Advo's anticompetitive charges; it again denies them."

Advo—a Hartford, Conn.-based firm that is the nation's largest direct-mail operation—outlined the development of competition between newspapers and so-called "marriage mail" for delivery of advertising supplements. Advo said that before its launch of marriage mail in 1980, newspapers had little preprint competition, while advertisers had an "unmet need for total advertising coverage."

"Ironically," Advo continued, "virtually all daily newspapers now offer competitive non-subscriber distribution of preprint inserts, primarily through their own third-class shared mail programs." Advo alleged that newspapers want to "eliminate shared mail as a competitive force so that it can return to the comfortable preprint monopoly position of the last decade. ANPA's attack on the detached label is, quite clearly, a part of that broader objective."

The mailing firm also took issue with ANPA's analysis of how postal workers handle the detached labels and their accompanying marriage-mail packages. ANPA had said that detached labels actually are separate pieces of mail resembling postcards and should be charged by the U.S. Postal Service accordingly. Handling two items, the Association said, costs USPS more than handling one item.

Advo disagreed, saying the cards are actually a more efficient way for the Postal Service to deliver ad supplements.

Meanwhile, comments on the proceeding also were filed by six other organizations—the U.S. Postal Service, the Direct Marketing Association, the Third Class Mail Association, the Association of General Merchandise Chains, the Association of Private Postal Systems and the National Association of Selective Delivery.

The latter two agreed with the ANPA position. In a joint brief, they said detached labels and marriage-mail pieces clearly are separate "under any reasonable definition of that word."

The other four organizations opposed ANPA's position. But the Association said their comments raised substantial questions that in themselves supported airing the detached-label issue in a rate commission forum.

In its filing, the Postal Service agreed with Advo that the commission should not hear the ANPA case. It characterized the "attack" on the detached-label practice as "a manifestation of a competitive struggle which is extrinsic to the Postal Service. One side to this competitive struggle perceives advantage to itself through burdening the mailers as well as the Postal Service with unnecessary, less efficient, and more costly procedures."

Like Advo, USPS maintained that detached labels save "labor, time and money" and "enable us to serve the public better at lower cost." USPS reasserted its contention that a marriage-mail piece and detached address label constitute "a single mail piece and should be treated as such for rate-making purposes."

USPS also defended Advo's publishing advertising on the back of the card, saying ads do not affect the nature or purpose of detached labels. □

'Red-tag' treatment now afforded all 2nd-class

The U.S. Postal Service said Feb. 16 it would extend "newspaper treatment" to all second-class publications starting March 1. The treatment, also known as "red tag" service, historically has been given only to daily and weekly publications with time-sensitive news content.

ANPA is analyzing the decision.

Postal Service officials announced Feb. 15 at a Mailers Technical Advisory Committee meeting that they were considering the change partly to improve operational efficiency.

Observers said USPS has been asked for improved service by some second-class mailers, such as some business publications that have not received preferential "newspaper treatment." MTAC members, including representatives from the newspaper business, objected to the proposal, saying service to time-sensitive newspapers could be adversely affected. They also complained that MTAC was not consulted on the policy change.

Nevertheless, on the following day, Postmaster General William F. Bolger said the "red tag" change would take effect the first of this month.

Some observers said the broadening of red-tag service could lead to imposition of a fee for the special treatment, which until now has been provided at regular second-class rates to qualified publications. The newspaper business successfully fought off such extra charges in the past [presstime, July 1981, p. 31]. □

Reagan again proposes 'revenue foregone' cuts

A Reagan budget proposal once again has clouded the future for some second-class postal rates.

The President in his fiscal 1985 budget proposed a cut in "revenue foregone" funding from the current $879 million to $400 million. That funding subsidizes second-class mailings within the county of publication and mailings of fewer than 5,000 copies outside the county.

Such radically decreased funding could have a substantial impact on rates. Observers note, however, that Congress historically has rejected Reagan's proposals for postal funding and approved higher amounts [presstime, Dec. 1983, p. 20]. Last year, Reagan also proposed $400 million. □

FOIA exemption bill still concerns ANPA

A bill to exempt some CIA "operational" files from the Freedom of Information Act needs more refinement, a representative of ANPA and the American Society of Newspaper Editors told a House subcommittee.

Charles S. Rowe said legislation passed by the Senate in November is an improvement over what originally was proposed, but he said several provisions need further work [presstime, Dec. 1983, p. 15]. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., testified Feb. 8 before the Subcommittee on Legislation of the Permanent Select Committee on Intelligence.

The CIA wants the exemption for operational files because it would help relieve CIA informants' fears that they risk exposure under the FOIA. A CIA representative said the bill should result in a reduction of the current two-to-three-year wait for responses to FOIA requests. The exemption would not create any "meaningful loss of information now (being) released" under the FOIA, he said.

Rowe said that "a degree of concern remains" that the Senate-passed bill could deny information that is now available. He urged the subcommittee to "take a fresh and careful look" at this question.

He also recommended that the subcommittee:

- Strengthen the judicial review provision
- Strengthen a provision requiring continued search and review of files that were examined in an official investigation of illegality or impropriety
- Include language requiring the CIA to streamline the processing of FOIA requests and to reduce the backlog.

The subcommittee is expected to act on the legislation by mid-March. □

The Newspaper Guild

Petitions signed by more than 6,500 journalists supporting a stronger FOIA are presented to congressional leaders of the effort. From left, Guild President Charles A. Perlik Jr., Sen. Patrick Leahy (D-Vt.), Rep. Glenn English (D-Okla.) and SPJ,SDX President Phil Record.

Security directive pulled back

President Reagan has decided to suspend implementation of sections of his controversial national security directive that would have greatly increased the number of government employees required to sign "lifetime censorship" agreements and expanded the use of polygraphs to investigate leaks of classified information to the news media.

A White House press spokesman said the decision was made "to enable the administration to work with the Congress to get a bipartisan solution to the problem of safeguarding national security information." Congress already had delayed implementation of the prepublication agreement provision until April 15 [presstime, Jan. 1984, p. 35].

The President's decision came as committees on both sides of Capitol Hill were planning hearings on both issues. Subsequently, the Senate hearing was postponed, pending further word from the administration on its intentions. □

Broadcast rules called out of date

The broadcast fairness doctrine and equal-time rules are "untimely, counterproductive public policy" and should be repealed, a Virginia newspaper executive said in Capitol Hill testimony.

"The freedom from content control which newspapers possess—embodied in the First Amendment rights of American citizens and upheld by the U.S. Supreme Court—provides the best model for maintaining the free flow (of ideas) concept, regardless of the communications medium used," said Charles S. Rowe, of The Free Lance-Star in Fredericksburg.

Rowe, who is chairman of the ANPA Government Affairs Committee's First Amendment/Freedom of Information Working Group, said the Association supports S 1917, the Freedom of Expression Act [presstime, Nov. 1983, p. 15].

Introduced by Senate Commerce Committee Chairman Bob Packwood (R-Ore.), S 1917 would repeal sections of the Communications Act that provide the basis for the fairness doctrine and rules governing reasonable access to, and equal time on, radio and TV for political candidates.

Packwood's committee held hearings in January and February. Among those also supporting the elimination of content restrictions were the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and James K. Batten, president of Knight-Ridder Newspapers Inc. □

FOIA Day gains support among House members

A resolution to designate March 16 as "Freedom of Information Day" in the United States was virtually assured of passage in the House of Representatives in late February when it acquired enough cosponsors—218, a majority of the membership—for it to be brought to a vote.

The future of the resolution in the Senate is unsure. Jean Otto, chairman of the First Amendment Congress, said a Senate sponsor is being sought. Otto, editorial page editor of the Rocky Mountain News in Denver, noted that similar resolutions passed the Senate in past sessions but were not acted upon by the House.

March 16 is the birthday of James Madison, an author of the Bill of Rights. □

Court upholds KC Star dealer phase-out

The 8th U.S. Circuit Court of Appeals has ruled that the Kansas City Star Co. has a right to phase out use of independent contract carriers and implement an agency distribution system.

The independent contractors, some of whom claim they will lose a major capital "investment" in their routes, said they will appeal the decision to the U.S. Supreme Court.

The seven-year-old case involves allegations by the 269 plaintiffs that terminating their independent sales and delivery arrangements would violate the Sherman Antitrust Act [presstime, March 1983, p. 18]. They argued that the Star Co., as the monopoly daily newspaper publisher in the city, unlawfully would eliminate competition in newspaper sales.

However, the Star Co. argued that it needs to change its delivery system so it can set uniform subscription prices and provide more responsive service.

A U.S. District Court in February 1981 sided with the carriers. It said the Star Co.'s planned "vertical integration" into delivery and its "refusal to deal" with contract carriers would violate antitrust law.

The court permanently enjoined the Star Co. from switching to the agency system—in which the publisher would sell copies directly to readers and pay agents simply to deliver the paper. Under an independent-contractor system, the newspaper sells copies to the contractor who controls distribution to subscribers, including setting the retail price.

A three-judge panel of the 8th Circuit in December 1982 upheld the injunction by a 2-1 vote.

In the most recent decision, issued Feb. 6, the full, nine-member appeals court overturned the three-judge panel 6-3. It said the carriers failed to show that any anticompetitive effects that would result from the changeover would be "unreasonable."

The court also said that Star Co. has offered "legitimate business reasons for adopting the delivery agent system." Those include "the ability to set an area-wide uniform retail price to facilitate 'in-paper advertising' for new subscriptions and simplify subscription collection and . . . the capability to be more responsive to customer complaints and assure more rapid starts for new subscribers."

The court agreed with the Star Co. that, in this case, the company has "the unfettered business prerogative to correct these problems in the most efficient manner possible"—which the publisher says is through the delivery agent system.

Another major issue in the case was many carriers' assertions that their routes were their exclusive "property" because they had bought rights to them from other carriers who had left the business. Some routes were "sold" in this fashion for hundreds of thousands of dollars.

The newspaper did not play a role in those transactions, other than to enter into the usual contractual agreement with the new carrier. Those pacts were terminable, the court said, and the Star Co. always had a right to compete with carriers at the retail level, although it seldom delivered newspapers directly to subscribers.

Also, the appeals court said, it is "hard to ignore the fact that every other antitrust case brought against a newspaper publisher challenging the newspaper's decision to forwardly integrate into distribution has been resolved in favor of the newspaper." □

Kansas daily hit by suit filed by shopper

The Lawrence (Kan.) Daily Journal-World is the latest daily newspaper to be named in a suit alleging anticompetitive conduct through its total-market-coverage program.

Telegraphics Inc., publisher of a shopper called Telegraphics, Feb. 2 filed a multimillion-dollar antitrust suit against the Journal-World's parent firm, The World Co., alleging unfair business practices.

The suit alleged that The World Co. unfairly coerced advertisers to stop doing business with Telegraphics and set prices for its TMC shopper, called F.Y.I., that are predatory and below costs.

As a result, Telegraphics said, it has lost much revenue and had to curtail third-class-mail circulation of its shopper in the Lawrence area.

Telegraphics Inc.—which also publishes a paid weekly, The Baldwin (Kan.) Ledger—seeks $4 million in actual damages, $6 million in punitive damages, a permanent injunction "restraining future illegal conduct" on the part of The World Co., and reimbursement for costs of the suit including attorney fees.

The World Co. has denied the allegations. The company said it will respond with a "vigorous" defense. □

COURT BRIEFS

• The U.S. Supreme Court **refused to hear two press-related cases** Feb. 21. In one, The El Paso (Texas) Times and the Associated Press had requested review of a federal appeals court decision prohibiting reporters from making "repeated requests" for interviews with jurors at the conclusion of a murder trial [presstime, Oct. 1983, p. 13]. In the other, the National Enquirer asked the court to overturn a California state court decision in entertainer Carol Burnett's libel case against the Enquirer [presstime, Aug. 1983, p. 10]. She won the case. But a state appeals court reduced punitive damages from $1.3 million to $150,000, or, it said, Burnett could get a new trial. She has chosen the latter.

• Both sides have filed notices of appeal with the 4th U.S. Circuit Court of Appeals over an **antitrust judgment in a dispute over shoppers.**

Advantage Publications Inc. won the judgment against Daily Press Inc. of Newport News, Va., after suing the newspaper for alleged predatory pricing.

Daily Press wants the judgment overturned. Advantage objects to the low award of the judgment—$3 [presstime, Jan. 1984, p. 34].

• ANPA, the American Society of Newspaper Editors and the American Bar Association Forum Committee on Communications Law will hold a **day-long review of the landmark libel case** *New York Times v. Sullivan* April 13 in Washington, D.C. (See story, p. 12.) Registration fee is $100 for members of the sponsoring organizations, $125 for non-members and $35 for law students.

For information, contact either ANPA or ASNE at The Newspaper Center in Reston, Va., or Norman Nelson at the ABA Forum Committee on Communications Law, 1155 E. 60th St., Chicago, Ill. 60637, (312) 947-3853.

Press-military Grenada panel favors 'maximum' coverage

A military-civilian panel considering recommendations to the Pentagon on guidelines for dealing with the news media in future military operations has indicated its strong support for "maximum" coverage.

After a week of hearings which focused frequently on the media's role in Vietnam and on the more recent news blackout in Grenada, the Pentagon Panel on Media-Military Relations said the forthcoming recommendations would support its belief "that the U.S. media should cover U.S. military operations to the maximum degree possible consistent with mission security and the safety of U.S. forces."

The statement, welcomed by media representatives, came amid reports the Pentagon had already responded to media criticism by altering its press-relations policies.

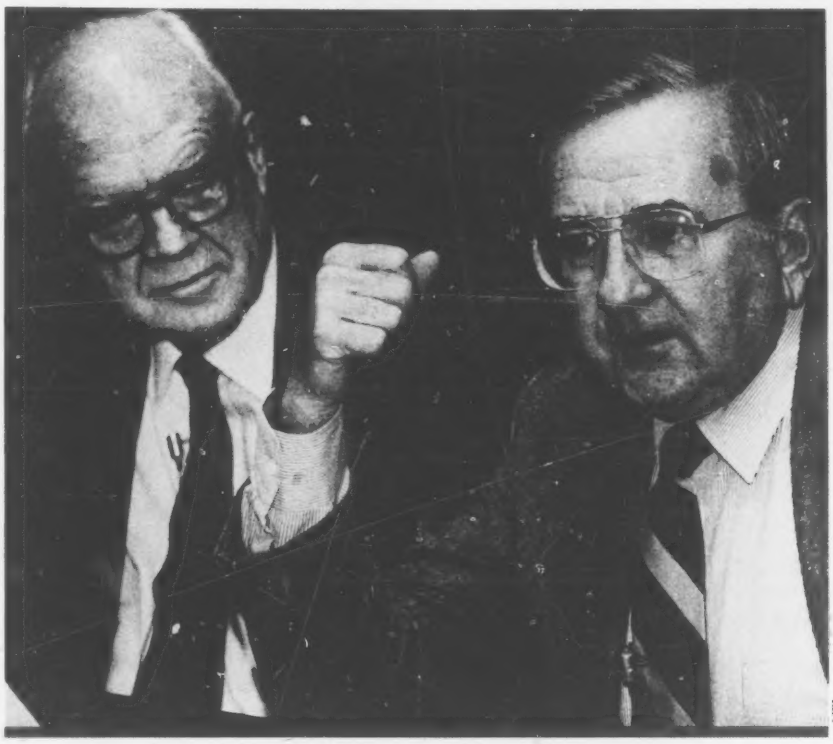
The Joint Chiefs of Staff adopted new procedures to plan for press coverage during military operations. This indicates Pentagon recognition that the Grenada blackout was a mistake that should not be repeated, said retired Army Maj. Gen. Winant Sidle, chairman of the 13-member panel of military officers and journalists.

In addition, Secretary of Defense Caspar W. Weinberger issued a statement of "Principles of Information," pledging the Pentagon's intent to "make available timely and accurate information so that the public, Congress, and members and representatives of the press, radio and television may assess and understand the facts about national security and defense strategy."

The assistant secretary of defense for public affairs "has the primary responsibility for carrying out this commitment," according to the statement.

The military-civilian panel headed by Sidle, who oversaw military-press relations in Vietnam, was created by Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs, following media protests of the government's refusal to provide press access to Grenada during the first two days of last fall's invasion by U.S. troops [**pressstime**, Feb. 1984, p. 34].

The recommendations will be sent to Vessey, who will make recommendations to Weinberger. The latter is expected to make public those recommendations, along with his reactions and directives on implementation of any guidelines for military-media relations.



UPI

Panel chairman Sidle listens to ASNE's Black make point.

Cordial air. The cordial nature of the Feb. 6-10 hearings at Fort McNair in Washington, D.C., and the generally agreeable and cooperative response from the Sidle panel were praised by several of the media representatives who appeared before it.

Typical was the reaction of Creed C. Black, president of the American Society of Newspaper Editors and publisher of the Lexington (Ky.) Herald-Leader, who told the panel he was "glad to see your mission is to see *how* the press can be accommodated (in future military operations), not *if*."

Eighteen media organizations sent representatives to address the panel, and the first to appear was ANPA Executive Vice President Jerry W. Friedheim. He said:

"The main thing I hope this panel will recommend is that the highest civilian and military officers of the U.S. government should have no hesitancy in reaffirming that military plans must *include* planning for press access, in keeping with traditions and techniques which safeguard security and safety.

"I hope you will agree that earlier and detailed utilization of the expertise of government public affairs officers during the planning and execution of the Grenada operations could have met the interests both of the military and of the public, to everyone's benefit.

"Everyone in this room knows how it could have been done right in Grenada," Friedheim said. "Everyone in this room knows that whatever the specific circumstances of some future operation, ways can be found to do it right."

ASNE's Black said, "We are not asking the defense establishment to telegraph its punches" by allowing the press unlimited access to military planning and strategy. But he added: "There is nothing in the record to suggest that American newspa-

permen and women cannot be trusted" in their handling of military information. "In fact, the opposite is the case."

John Seigenthaler, editor and publisher of The Tennessean in Nashville and editorial director of USA Today, speaking in behalf of the Society of Professional Journalists, Sigma Delta Chi, said: "History demonstrates that the American press can keep secrets, honor justifiable news embargoes and help protect the safety of our soldiers."

Setting up pools. Panel members sought the speakers' views on the specifics of how the Pentagon might go about establishing press pools that would provide on-the-scene coverage of future military operations. They asked about journalists' credentials, about news embargoes, about the number of reporters that should be included in pools, about identifying the proper editor or executive in a news organization who is responsible for committing the organization to agreements with the Pentagon, and about the possibility of establishing semipermanent pools of experienced military reporters.

The press representatives supported pool coverage of military operations, when necessary, such as in the Grenada example, but ANPA's Friedheim noted there is no need for a "monolithic" structure or strict rules to govern creating pools.

A former assistant secretary of defense for public affairs, Friedheim said the Pentagon and the media could work out pool coverage as a "joint responsibility" tailored to the needs of each situation. Senior government public affairs officers could select pool members, he said, or the media could make the selections just as they now "do all the time" in covering certain national events.

"The pre-Grenada rules worked well," said Washington Post Executive Editor Benjamin C. Bradlee, agreeing that specific guidelines are unnecessary.

Seymour Topping, managing editor of The New York Times, also agreed, saying, "We have not had great problems with the Pentagon. . . . Experienced military public affairs officers know how to cope with the specific problems that will arise."

"I'm not aware that we had any difficulties with the military before Grenada," echoed Louis D. Boccardi, executive vice president of the Associated Press.

Alvin Shuster, foreign editor of the Los Angeles Times, said when press access to the battlefield must be limited, the Pentagon must ensure that its briefing officers are well-informed—a step he said was not taken in Grenada.

Although military accreditation of reporters normally works well, "there is a fine line between accreditation and license," said AP President and General Manager Keith Fuller in prepared responses to questions submitted by Gen. Vessey prior to the hearings. Noting that AP coverage in Grenada involved several reporters "for whom I doubt we would have sought DOD (Department of Defense) accreditation in advance," he said: "The choice of reporters depends on the nature of the mission, its locale and their availability.

"A basic emergency list (of reporters) would be feasible," said Fuller. "Beyond that, the military would need to have a swift and flexible means for issuing accreditation for the specific zone."

William J. Small, president of United Press International, also submitted prepared responses to Vessey's questions before appearing before the panel. In answering a question about the media's right to cover military operations under the First Amendment, Small said:

"What we have here is a matter of access to armed conflict, something never denied the American press in the past. Most important, we have a question of *your* credibility. While the military success in this invasion appears to have great popular support, in the long run Americans want truth and in that long run, rely on the press to be its 'witness and watchdog' over the activities of those in public service, both in government as such and in the military." Small said he had no quarrel with establishment of the Sidle panel or with its goals, but he added:

"I *do* quarrel with the idea that this country can march off to war blandly preventing the press from conducting its established role as auditor of what *our* officials, *our* troops, and our America are doing. That role is fundamental to a free press, and a free press is fundamental in a free society."

Walt Mossberg, deputy Washington bureau chief of The Wall Street Journal, who covered the Pentagon until October, told the commission: "I do not feel the presence of the press (in military operations) is a privilege to be conveyed by the Pentagon; it is a right of the press." Pools and embargoes are "reasonable" arrangements for covering military activities, Mossberg said, but they should not be instituted for "political" reasons, and pool coverage should give way in short order to full coverage.

Edward M. Fouhy, Washington bureau chief of ABC News and chairman of the Freedom of Information Committee of the Radio-Television News Directors Association, said he found in a recent meeting with government officials that there are misconceptions about the needs of TV news staffs in combat. "We do not, for example, feel we must have a correspondent-camera crew in the first helicopter or landing barge (in an invasion or attack)," he said. "(But) we are asking, indeed insisting, on reasonable access in timely fashion to the troops engaged in a military operation."

Also addressing the panel were three military public affairs officers, who said the news media are more understanding toward problems of the military now than they were during the 1970s. "There is a greater sensitivity now, and it was there even before Grenada," said Maj. Gen. Llyle J. Barker Jr., the Army's chief of public affairs. His views were supported by Commodore Jack A. Garrow, Navy chief of information, and Brig. Gen. Richard F. Abel, Air Force director of public affairs.

—Neil D. Swan

Leaders in past 'did it right'

"We in the press don't insist that you do it exactly the way some wise military leader did it in the past. You don't have to do it as General Eisenhower did on D-Day. You don't have to do it exactly as General MacArthur did at Inchon. We don't require that you get correspondents aboard the ships exactly as General Palmer did during the Dominican Republic operation. Nobody is saying do it exactly as Admiral McCain and General Abrams did for the Cambodian incursion. We just say: Those leaders did it because it was right, and it was possible, and it produced benefits for the government's credibility, for the public's trust in its military services and for the concept of an open society that distinguishes our country from every other country on earth."

—ANPA Executive Vice President Jerry W. Friedheim in presentation to Pentagon's Sidle panel

News council idea dropped in Oregon

Oregon newspaper publishers have abandoned the idea of establishing a news council that would address complaints by the public against the media.

However, the Oregon Newspaper Publishers Association has organized a Reader/Press Relations Committee that plans to issue recommendations "to improve the relations of the press and public," said the panel's chairman, Hasso Hering, editor of the Albany (Ore.) Democrat-Herald.

The earlier proposal for a news council was abandoned after a study revealed little media support for a statewide organization to air grievances against the press.

Such sentiment has been evident elsewhere [presstime, Jan. 1984, p. 44]. There are only three press councils now operating in the United States, including the New York City-based National News Council. □

Correction

A story in January's presstime (p. 42) incorrectly attributed a statement to Michael I. Burch, assistant secretary of defense for public affairs. The statement, that the 1,700-member White House press corps contains "some oddballs" who might not hesitate to write stories that would compromise national security, was made at a public hearing by former White House communications chief David Gergen. Presstime regrets the error. □

NEWS-EDITORIAL NOTES

• Although the original deadline for applying for **press credentials for the 1984 Democratic and Republican national conventions** was Jan. 31, applications continue to be accepted because there are still some credentials available.

Newspaper reporters may obtain forms from the Standing Committee of Correspondents, Room S 316, U.S. Capitol, Washington, D.C. 20510. Newspaper photographers should write the Press Photographers Gallery, Room S 317, at the same address.

The Democratic convention will be July 16-19 in San Francisco. The Republican convention will be Aug. 20-23 in Dallas.

• Copies of *Newsroom Guide to Polls & Surveys* are available from ANPA as a tool to **help newspapers properly cover election-year polls.**

The 79-page guide, intended to help newsroom personnel understand polls, was prepared by Indiana University journalism professors G. Cleveland Wilhoit and David H. Weaver under the auspices of the ANPA news research program [presstime, March 1980, p. 25]. Price is $10 for single copies or $8 each for orders of 10 or more. Contact ANPA's Public Affairs Department at The Newspaper Center.

• The Los Angeles Times-Washington Post News Service **advanced the start-up date of a new "All-Sports Service** from June 1 to Feb. 1 because of heavy demand from newspapers for the supplemental sports material.

Three sports packages are available in the service: Sports DataCall, offering full spot news and feature stories from the Los Angeles Times, The Washington Post and seven other newspapers as well as Deutsche Presse-Agentur and Agence France-Presse; AP DataFeature; and UPI DataNews.

• Techniques and design skills will be emphasized at the fourth annual Society of Newspaper Design-University of Missouri **Newspaper Design Workshop** April 27-29 at the university's journalism school. Registration is $40 for working journalists and $10 for students. For more information, contact Jay Anthony, Newspaper Design Workshop, University of Missouri School of Journalism, Box 838, Columbia, Mo. 65205; (314) 882-4714 or 882-3396.

• Sen. William Proximire (D-Wis.) criticized an Army commander in Europe for **barring The Stars and Stripes** newspaper from reporting on the forced retirement of a West German general for allegedly being a security risk. The general was later exonerated and reinstated.

The daily is published by the Department of Defense but enjoys considerable editorial independence [presstime, Nov. 1981, p. 30]. Proxmire said the incident was the first serious case of censorship in the paper in two decades.

• The American Society of Newspaper Editors will include periodic bulletins on **employment of minorities** in its monthly newsletter, The Editor's Exchange.

The bulletins, written by ASNE's Minority Affairs Director Carl E. Morris, will describe programs for training, recruitment and hiring of minority journalists [presstime, Oct. 1983, p. 33].

'Shoe' By Jeff MacNelly

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

FCC rules for press; satellite won't move

The threat that newspapers might have to realign their satellite receiving dishes has been averted.

The Federal Communications Commission, in a victory for the press, ruled that Western Union may keep the satellite slot of 91 degrees west longitude. Westar III, which carries the majority of Associated Press satellite-delivered services and some of United Press International's, currently occupies that position.

The FCC had proposed that, as part of a plan to increase capacity of communications via satellites, Westar III be moved to 86 degrees west longitude to make room for a future GTE satellite in the 91-degree slot [*presstime*, Jan. 1984, p. 37]. This would have required recipients of AP and UPI satellite services to adjust the aim of their "dishes."

The commission changed its mind after numerous parties including AP, UPI, ANPA and Gannett Co. Inc. pointed out that serious disruptions in the delivery of news and information could occur.

Westar III, launched in July 1979, has a life expectancy of about seven years. Western Union tentatively plans to launch another satellite, Westar VII, in the fall of 1985, said company spokesman Warren R. Bechtel. It is planned to accommodate signals now carried via Westar III, and in all likelihood it will occupy the 91-degree slot, experts say. □

TELECOMMUNICATIONS NOTES

• CBS Inc., IBM Corp. and Sears Roebuck and Co. Feb. 14 announced a joint venture to begin development of a **commercial videotex service**. The service, which the partners said was "not likely to be available for several years," would be accessible by personal computer.

• Scheduled for launch April 15 in the Chicago area, **Keyfax Interactive Information Service** also will be accessible by several types of personal computers as well as by special terminals being manufactured for the service. "It's one of the major elements that we think is going to guarantee our success," said Thomas R. Ray, advertising and public relations manager for Keycom Electronic Publishing.

• **Dow Jones News/Retrieval** "broke into the black" in 1983, according to Dow Jones & Co. Inc. The business news and information service ended the year offering 26 data bases to nearly 120,000 subscribers.

• Billings for **cable TV network advertising** rose to $302.6 million in 1983, compared with $195.2 million in 1982, according to an estimate by Paul Kagan Associates. The Carmel, Calif.-based research and publishing firm projects 1984 network billings will exceed $448 million. The company's estimate of advertising billings by local cable systems was not complete at press time.

• **A projection of all cable ad revenues** has been made by Standard & Poor's Corp. of New York. It estimated 1984 revenues will be $575 million, up from an estimated $383 million in 1983 and $252 million in 1982.

• United Press International sold distribution and marketing rights to its two **cable news services** to Telecrafter Corp., a Denver-based company that provides products and services to the cable TV industry. Donald W. Blohowiak, president of Data Cable Corp., a Telecrafter subsidiary, said the agreement also gives Telecrafter exclusive rights to distribute UPI news via cable television.

• Scripps-Howard has acquired a minority interest in McCaw Cellular Communications Inc., a Bellevue, Wash.-based firm that has applied for permits to build **cellular radio** systems in 26 markets [*presstime*, Nov. 1982, p. 18].

• While some newspaper companies are expanding their involvement in **cable TV programming**, others continue to get out.

Expanding involvement is Cox Enterprises Inc., which Jan. 30 began a cable-TV news channel in Mesa, Ariz., where it publishes the Mesa Tribune, and which this spring will become involved in cable programming in Miami where it publishes The Miami News [*presstime*, Oct. 1983, p. 20].

Getting out is the Piedmont Publishing Co. Inc., which publishes the Winston-Salem (N.C.) Journal and The Sentinel. Piedmont closed its 15-month-old cable service in late December. "I don't believe at this point there really is a market out there" for cable text, said Thomas E. Waldrop, vice president, general manager.

Deadlock avoided over radio frequency allocation

A deadlock between developed and under-developed nations was avoided when the World Administrative Radio Conference agreed to test a computerized method of allocating shortwave radio frequencies.

The proposal was a compromise between the demand of Third World nations for a specific allocation formula that would save space for their future use of the limited spectrum of radio bands, and the insistence of developed nations that the solution be flexible enough to allow their continued use of large portions of the high-frequency spectrum—at least until Third World nations develop the technology to use them.

The agreement was reached as the month-long meeting in Geneva, Switzerland, neared its conclusion Feb. 11 [*presstime*, Feb. 84, p. 33].

WARC '84, was conducted by the United Nations' world broadcasting authority, the International Telecommunications Union. It was charged with choosing a formula for allocating the limited shortwave radio frequencies.

Because the computerized solution is new, the conference proposed that it be tested over the next two years by a panel of experts independent of the telecommunications agency before final agreement is reached by participating nations. Another conference, WARC '86, is scheduled to implement the plan.

The WARC delegates from 115 countries also voted to have the ITU develop a program to monitor frequency "jamming" by governments trying to block transmission from other countries. A second resolution encouraged countries whose programs are "jammed" to seek assistance from the ITU's International Frequency Registration Board in finding alternative transmitting frequencies. □

Final message

A poignant message left by a dying Canadian journalist was discovered Feb. 16 when the press was admitted to a Lebanese village where more than 100 civilians had been massacred five months earlier. Written in blood on a pillow were the words: "Please tell my family I love them." The message was followed by the name of Clark Todd, chief of the London Bureau of Canadian Television network, whose body had been removed from Kfar Matta by the Red Cross last September. □

FTC eyes housing ads for financing data

The Federal Trade Commission has moved decisively to bring real estate credit advertising into compliance with the federal truth-in-lending law.

During 1983, the rate of compliance in 42 major cities increased from an average of less than 20 percent to 86 percent, according to an FTC report released Feb. 16.

This improvement was spurred by an FTC-sponsored educational campaign. Throughout 1983, FTC staff members read nearly 90,000 display advertisements in 58 major newspapers with a combined circulation of 22 million. When violations were spotted, advertisers were notified, and their responses were monitored by the agency.

But beginning this year, FTC Chairman James Miller III told a press conference, there will be no more "Mr. Nice Guy." Referring to the agency's power to enforce the Truth-in-Lending Act, Miller said "people are on notice" that the commission will actively pursue violations.

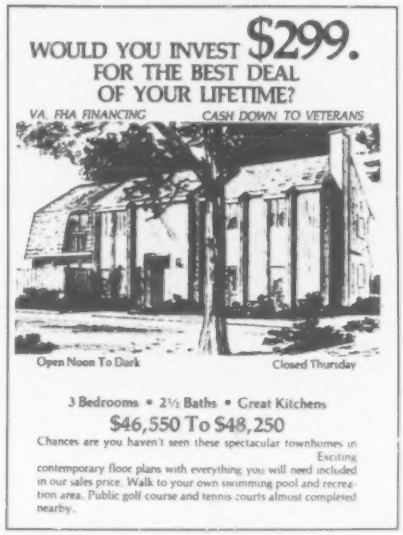
Since the law was passed in 1968, the commission has issued more than 300 administrative complaints, most of which alleged violations of credit advertising of consumer goods and services. Civil penalty actions were brought against 19 home builders and real estate companies for violation of the act's credit-advertising provisions, and they paid a total of $600,000 in penalties ranging from $10,000 to $90,000.

However, the FTC felt that an educational program seeking voluntary compliance from the entire industry would be more effective than a punitive approach aimed at a few major violators.

Ignorance of the law is widespread, said the report, and "creative financing"—alternatives to the conventional fixed-rate mortgage—which now accounts for about half of all new home financing, "makes compliance with the law even more difficult."

The Truth-in-Lending Act has three basic requirements for advertising real estate credit:

- Ads must reflect terms actually available to the consumer.
- Ads that specify an interest rate also must state the annual percentage rate, which is fractionally higher.
- If any one of certain major terms of a loan is advertised, certain other major terms must also be set forth in the ad. For example, an ad including *any* of the following—down payment, monthly payment, number of payments or length of loan, or finance charge—must include *all* of the following: down payment, repayment terms (such as the number and amount of payments) and annual percentage rate. The most frequent violation, said the report, is the improper use of such "triggering terms."



In a violation of Truth-in-Lending Act, this ad neglects required disclosure of financial terms being offered.

The FTC said, however, that the annual percentage rate may be advertised without stating any other credit terms.

The FTC study was made in two stages —a pilot project in 16 cities the first six months of 1983, and a study of 26 other cities in the second half of the year.

The media are not liable under the Truth-in-Lending Act for advertisements they carry. However, the FTC manual *How to Advertise Consumer Credit* encourages the media to "protect their customers by screening advertisements to make sure that they comply with the law."

Copies of the 20-page booklet are available from the Federal Trade Commission, Public Reference Branch, Room 130, Washington, D.C. 20580.

Ad revenues' growth beats other media

The International Newspaper Advertising and Marketing Executives heard encouraging news at the organization's 132nd sales conference.

Newspaper advertising expenditures grew more than those in any other advertising medium during 1983, said Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

Newspapers' 17-percent growth outpaced the 12.3-percent rise in advertising expenditures for television, and the 14.2-percent increase for all consumer media, said Bogart.

Newspapers' estimated $20.7 billion in 1983 ad expenditures represent 36 percent of the $58 billion spent on advertising in consumer media last year and 27.5 percent of the estimated $76 billion spent on all advertising.

In a speech at the late-January conference in New Orleans, Charles D. Peebler Jr., chairman of the board of Bozell & Jacobs, said, "I am here to tell you that the pieces are basically in place (for newspapers) to make a move up" from the 8 percent of national media advertising they currently attract.

To accomplish this, said Peebler, whose advertising agency placed nearly one-fifth of its total media billing in daily newspapers, advertisers and their clients have to "go for showmanship.

"These are not ordinary times. . . . Your product is extraordinary," said Peebler. "If you can come up with an idea that's clear off-the-wall but is somehow right on target, you may succeed in winning the prospect over through sheer drama."

Sounding a more somber but still encouraging note, Otto A. Silha, chairman of both the Cowles Media Co. and of the Joint Postal Task Force formed by ANPA, NAB and the National Newspaper Association, briefed INAME delegates on efforts underway to improve the position of newspapers now competing with low third-class postal rates. (See story, p. 29.)

In his report as outgoing INAME president, Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent, announced that the INAME Foundation will raise $1 million to finance a scholarship fund for college seniors planning careers in newspaper advertising.

Return to merchandising basics needed to recoup ROP

BY CRAIG C. STANDEN

Almost everyone in the newspaper business agrees that we ought to be selling more ROP, or run-of-paper, advertising to our advertisers, as opposed to preprinted inserts.

For one thing, when an advertiser buys an insert, only 45 percent of what the advertiser pays for the insert ends up as newspaper revenue; the other 55 percent goes to the printer of the insert. In addition, an insert makes the advertising "portable." That is, it can reach the consumer by means other than the newspaper—most notably by direct mail, which has been happening all too often in the last few years.

But apart from revenue losses, there are other important reasons for us to prefer that more of our advertising, especially our retail advertising, should appear in the newspaper as ROP rather than as an insert. ROP advertising represents "value added" to our readers in a number of important ways:

1. *ROP ads provide readers with information they want.* Again and again, research studies have shown that ROP advertising, especially retail advertising, is considered by our readers as an important part of the "news" in the newspaper. People want to know what's on sale in the stores, what's playing at the movies, what's the price of lamb chops, what's the current interest rate on certificates of deposit. By and large, these "news" items are just as interesting to consumers as the items in the newshole.

2. *ROP ads build credibility for all newspaper ads.* Retail ads are almost always accurate. They have to be. A local merchant can't afford to advertise a polyester dress or suit as all wool, a food store can't afford to advertise steak at 99 cents a pound unless it *has* steak at 99 cents a pound, a bank can't afford to advertise the wrong interest rate. That fact of life is reflected in two recent research studies that showed consumers consider newspaper ads by far the most believable among the major media. This is self-reinforcing: It helps every ad in a newspaper produce better results.

3. *ROP ads create a "marketplace" for retailers and readers.* Traditionally, newspaper readers have been able to "go shopping" without leaving the house just by reading the retail ads. In this sense, the newspaper exemplified the idea of the shopping mall long before the first mall was built.

Craig C. Standen

These reasons why ROP advertising is important to newspapers are also reasons why ROP is important to retailers. And you will notice that, from the merchant's point of view, they are concerned not just with advertising but with *merchandising.*

If we are to overcome the years in which some of our most important ROP advertising was replaced by preprinted inserts, we must convince retail managers that ROP advertising—whether it replaces or is added to their insert advertising—can help make them do a more effective job of selling merchandise and solving some of their merchandising problems.

How? Let's look at some ROP merchandising possibilities, as suggested by one of the bureau's top retailing experts, Al Eisenpreis.

• ROP can bring a retailer new customers.

Research indicates that a store's preprints appeal most strongly to those who have already shopped at the store. But a retailer must generate a constant stream of *new* customers to replace those who move away or become dissatisfied. A consistent ROP campaign can reach out to non-customers, project a clearly defined and desirable store image, and present "newsmaking" merchandise.

In a way, the ROP ad is like the store's window displays. Just as the window display lures passersby into the store, the ROP ad and the merchandise and image it displays lures readers into the store.

• ROP can bring excitement back into retailing.

ROP is fast, flexible, as timely as today's headlines. That's how retailing used to be—a business that was exciting and stimulating for merchant and customer alike. And excitement is precisely what's missing in so much retailing today.

One of the unrecognized effects of today's extensive use of preprints is the need for long lead times, programmed merchandise selection and standardized merchandise. It makes for efficient, but often deadly dull, merchandising.

Conversely, the most exciting happenings in retailing aren't planned: They come out of left field, as the Cabbage Patch dolls did. I think retailers have a real need to put this kind of excitement back into their business. It's important not only to their customers but also to their employees, because those in retailing agree it is vital to attract better, more highly motivated sales people. Consistent ROP advertising, attuned to "hot" merchandise and fast-breaking retail "news," can help put excitement back into the retail business.

• ROP can help merchants manage their traffic flow better.

The weekly or biweekly preprint, whether delivered by the newspaper or by direct mail, tends to build a store traffic pattern of peaks and valleys. And this less-frequent advertising almost certainly means lost sales.

A recent bureau study showed that among people who intended to buy a specific item, 65 percent had not done so a week later. Frequent ROP advertising that constantly confronts shoppers with merchandise offerings closes sales—sales that otherwise may well have been lost. Planning a schedule of special ROP ads aimed at building traffic between the peaks generated by inserts is good merchandising as well as good advertising.

If we are going to succeed in attracting more ROP advertising from the retailers who have largely converted their advertising to preprints, we will have to use merchandising-oriented reasons like these to convince them that newspaper ROP advertising is uniquely situated to help them do a better job of selling merchandise.

It's a challenge for all of us in the newspaper business. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

McDonald's and Disneyland join in NIE Week promotions

In New York, as in many other states, the state Department of Education has endorsed Newspaper in Education Week. But New York sponsors of NIE Week have also won the support of an organization that likely will wield much more clout with the school-age set—McDonald's, the fast-food restaurant chain.

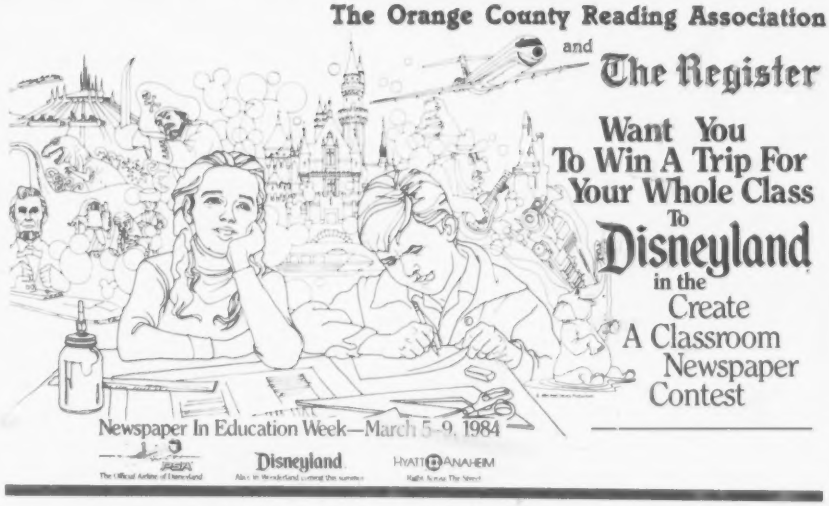
In California, meantime, Disneyland is being brought into NIE Week promotions.

From coast to coast, newspapers, educators and reading professionals—and, in some cases, businesses—are gearing up for the second national NIE Week March 5-9. A joint project of ANPA Foundation and the International Reading Association, NIE Week seeks to promote the use of the newspaper as an instructional tool.

Linda B. Skover, manager of education services for ANPA Foundation, said she expects there will be some NIE Week activity in all 50 states—compared with 47 last year—making this year's event truly national in scope. Observances also will take place in all 10 Canadian provinces and in five other countries [pressstime, Feb. 1984, p. 40].

The national sponsors stepped up their outreach efforts this year. ANPA Foundation President Donald N. Soldwedel, president of Western Newspapers Inc. in Yuma, Ariz., and IRA President Ira Aaron sent letters to all state education superintendents decribing the educational nature of the observance.

Their responses were "outstanding," said James M. Sawyer, IRA director of membership and council relations. "It really opened the door and made it a very credible program from an administrator's point of view."



Trip to Disneyland is prize in NIE Week promotion.

ANPA and IRA officials also say this year's celebration is better organized on a state level than last year's, thanks to the formation of state NIE Week steering committees. Generally, the committees are made up of a newspaper NIE coordinator named by ANPA Foundation, a representative of a local reading council named by IRA, and a representative of the state press association.

The committees were asked to direct statewide activity in three areas: training teachers in the use of the newspaper in the classroom, providing a model curriculum and promoting observance of the week.

Massachusetts has been the scene of some especially vigorous activity.

The steering committee invited every local school superintendent in the state to send a representative to an NIE Week workshop. About 60 districts were represented at the Jan. 10 session. In addition, the state Department of Education awarded the Massachusetts Newspaper in Education Council a $2,300 grant to reduce the cost to the schools of buying newspapers for NIE Week programs. Massachusetts Gov. Michael Dukakis will issue a proclamation marking the week.

The effort has paid off, said steering comittee member B. Jean Bessette, NIE-coordinator for The Standard-Times in New Bedford. Newspapers and schools that had not previously been involved in NIE will be participating in the weeklong observance, she reported.

In addition to such success stories, NIE Week supporters are particularly pleased that businesses that cater to school-age children are beginning to promote the project.

The pilot project involving McDonald's will take place in Suffolk and Nassau counties, N.Y. During NIE Week, the paper tray liners in McDonald's restaurants there will promote reading and NIE Week.

Also, the company is making available brochures and certificates of participation

Irked educators cancel NIE subscriptions

Late last year, when The Daily Oklahoman editorially opposed a proposal to increase the state's sales tax, some members of the Oklahoma educational community, which strongly supported the plan, reacted by canceling Newspaper in Education programs involving the Oklahoma City paper.

About 2,000 school subscriptions of the widely circulated daily were dropped, according to a Daily Oklahoman staffer associated with the paper's "Living Textbook" program. But, she added, some of the schools have since come back to the NIE fold.

The NIE program was not the only thing to be affected. A few schools went so far as to stop telephoning their basketball scores to the sports department, Managing Editor Jim N. Standard said.

The sales-tax increase that sparked the controversy passed in February. Without it, school departments faced a reduction in funds.

for teachers to use in their classrooms during the week. Two brochures were prepared, one for use in kindergarten through fourth grade, the other for grades five through eight. Students successfully completing newspaper-related activities described in the brochures receive the certificates—each of which has a coupon for a free order of french fries.

In California, Disneyland, Pacific Southwest Airlines and the Hyatt Anaheim hotel are providing an all-expenses-paid weekend at Disneyland for the class producing the best classroom newspaper. The statewide competition for the trip is among fourth-, fifth- and sixth-grade classes.

Seven daily newspapers are participating in the promotion. They agreed to run contest advertising, which mentions the sponsoring firms, in exchange for the prizes. The grand prize winner, and local winners of Disney educational films, will be announced on the opening day of NIE Week.

In at least two locations, statewide themes have been adopted. In Pennsylvania, students will be urged to GRIN—Great Reading in Newspapers. In New Jersey, they will be encouraged to Discover the Treasure in Newspapers.

And in at least two other states, the NIE Week concept is being carried out for a full month.

The Oklahoma Outdoor Advertising Association donated space on more than 100 billboards proclaiming March as "Newspapers in Education Month." The cost of preparing the billboard messages was paid by the Oklahoma Newspaper Foundation, the Tulsa World, The Tulsa Tribune and The Daily Oklahoman of Oklahoma City.

In Tennessee, 11 daily newspapers, the Tennessee Press Association and the Tennessee International Reading Association got together and published a calendar for March with a different newspaper-related classroom activity suggested for each school day. Copies were distributed to teachers throughout the state.

On the local level, newspapers are working with their local school systems on NIE Week programs. In San Diego, for example, the San Diego Union and Tribune, the Educational Services Division of Copley Newspapers Inc. and the Greater San Diego Reading Association teamed up and, with the cooperation of the San Diego County Office of Education, hosted an NIE Week seminar for elementary and secondary teachers. They also sponsored an essay contest and produced three 15-minute TV programs for the local cable TV system. —*Margaret Genovese*

Gannett, ANPA foundations focusing on illiteracy with grant, symposia

There is growing interest in the newspaper business concerning the problem of illiteracy, as evidenced by two major new initiatives.

The Gannett Foundation has awarded a $73,000 grant to Literacy Volunteers of America Inc. for the publication and distribution of materials on how to use daily newspapers to teach reading to adult illiterates.

And ANPA Foundation will sponsor three symposia this year to focus attention on the problem and to determine ways newspapers can help combat it.

The Gannett Foundation award to Literacy Volunteers of America is being used to develop, publish and distribute two handbooks. One, entitled "Read All About It: Tutor Adults with Daily Newspapers," is for LVA tutors. The other is for use in conducting tutor-training workshops. The handbooks will be distributed this spring to LVA volunteers around the country.

The grant also will allow the Syracuse, N.Y.-based LVA to present workshops at nine national conferences and at a meeting of its state directors. The organization has 175 programs in 31 states involving about 12,000 volunteer tutors.

The national program grew out of a pilot project by the Literacy Volunteers of New York State, an LVA affiliate. The project was funded by Gannett Foundation and the New York State Newspapers Foundation.

In approving the $73,000 grant, Gannett Foundation broke its general rule against funding national programs outside the field of journalism, said Calvin Mayne, vice president/grants administration.

Mayne said copies of the handbooks, along with the name of an LVA contact person, will be distributed to daily newspapers in areas where LVA has programs. He said it is hoped that the newspapers will "take the initiative themselves" by promoting the handbooks and by volunteering to do such things as arrange meetings between tutors and newspaper personnel. Newspapers might even want to offer reduced subscription prices for papers used in tutoring, he said.

ANPA Foundation helped plan the curricula outlined in the booklet and has endorsed the project.

"This handbook is obviously going to be helpful to all newspapers in their effort to reach out to adults who need help in learning to read," said Judith D. Hines, Foundation vice president and director.

The Foundation is hoping to spur some of that activity through two regional and one national symposia. One goal of the regional symposia is the development of pilot community projects focused on helping adult illiterates. Participating publishers will be asked to have a representative from their local school systems accompany them.

Mrs. Bush chats with McGraw (right) and Joseph P. Dougherty of Capital Cities Communications.

The Northwest Literacy Symposium will be June 29-30 in Portland, Ore., with the cosponsorship of the Oregon Newspaper Publishers Association. It will cover Oregon, Washington, Montana, Idaho and Wyoming.

The Midwest Literacy Symposium is planned for Oct. 25-26 in Columbus, Ohio, with the Ohio Newspaper Association as cosponsor. It will cover Illinois, Indiana, Michigan and Ohio.

The National Literacy Symposium will be at The Newspaper Center in Reston, Va., Nov. 29-30.

Linda B. Skover, ANPA Foundation manager of educational services, noted that while the Foundation has been active in promoting reading by youngsters through the Newspaper in Education program, it also has been seeking to determine the best ways newspapers can work with educators in the fight against adult illiteracy.

The Division of Adult Education/Office of Vocational and Adult Education of the U.S. Department of Education will be involved in the symposia. The agency has

been collaborating with the Foundation on collecting newspaper-related activities for teaching adult functional literacy.

In another literacy development, the Coalition for Literacy has received sufficient funds to allow a nationwide, multimedia literacy awareness project to go forward [presstime, May 1983, p. 42].

The major element of the project is a public-service ad campaign to be conducted by the Advertising Council. The New York advertising agency Benton & Bowles Inc. is volunteering its time to create the campaign.

The coalition has received more than $100,000 in contributions and more money has been pledged, according to Gloria A. Lanza, vice president media and industry relations for the American Association of Advertising Agencies. While this is enough for the first year of the planned three-year project, additional funding is being sought, she said. AAAA is one of 11 organizations in the coalition. ANPA Foundation is not a member but is working with the coalition.

Thus far, Lanza said, contributions have come from the U.S. Department of Education, $50,000; B. Dalton Booksellers, $50,000; General Electric, $25,000 (with another $50,000 pledged in the next two years); and the New York State Publishers Association, $2,500.

In addition, the Business Council for Effective Literacy hopes to be able to make a major grant for the project, according to a spokeswoman.

The council was established with a $1-million grant from Harold W. McGraw Jr., chairman of McGraw-Hill Inc. Formally launched in January, it aims to increase corporate awareness of and involvement in literacy efforts. ANPA Director Robert F. Erburu, president and chief executive officer of The Times Mirror Co., is a member of the council's Board.

The council and Capital Cities Television Productions recently were saluted for their literacy efforts by Barbara Bush, wife of Vice President George Bush. The company produced a documentary on adult illiteracy, which has been carried by 170 commercial TV stations this year. □

Meeting on J-education

The administrators of accredited journalism schools will meet with newspaper association managers April 28 in Montreal to discuss journalism education. The educators meet annually in conjunction with the ANPA Convention. □

Talking at the recent ANPA Foundation-sponsored Conference for Professional Support of Journalism Education are (from left) Jo Cart of the National Federation of Press Women, David L. Bennett of the Oregon Newspaper Publishers Association and James W. Carey of the College of Communications at the University of Illinois, Urbana-Champaign.

ANPA Foundation awards 11 minority fellowships

ANPA Foundation has awarded 11 minority fellowships for training conferences and seminars in the first half of 1984. The semiannual program covers expenses for travel, accommodations and tuition for the events, which are sponsored by ANPA and other newspaper organizations.

Selected were:

• James E. Hawkins, assistant professor and director, division of journalism, Florida A&M University, Tallahassee, for the ANPA Conference for Newspaper Men and Women, St. Petersburg, March 11-14

• Michael T. Crawford, copy editor, The Wall Street Journal, and Robert I. Nishizaki, city editor, Merced (Calif.) Sun-Star, for the ANPA/ASNE/APME Leadership in the Newsroom Workshop, Chicago, March 19-21

• Odell Patrick Mitchell, graphics director, Gannett News Service, Washington, D.C., for the American Press Institute's Newspaper Design for Dailies Seminar, Reston, Va., April 8-13

• Rogelio Cordero, district sales supervisor, Statesman-Journal, Salem, Ore., for the ANPA/Newspaper Personnel Relations Association/International Circulation Managers Association Circulation Managers Workshop, Dallas, April 9-11

• Janet McMillan, reporter, The Philadelphia Inquirer, and Jerry William Byrd, reporter, The Pittsburgh Press, for API's Improving Reporting Skills Seminar, Reston, May 20-25

• Dorothy M. Bland, states editor, USA Today, Washington, D.C., for API's Improving Newspaper Content Seminar, Palo Alto, June 24-29

• Wayne L. Bradby, controller, The Dispatch, Lexington, N.C., for API's Developing Management Skills Seminar, Reston, June 24-29.

Two of the fellowship winners already have attended their selected sessions this year. They are:

• Jo Ann Zuniga, reporter, Corpus Christi (Texas) Caller-Times, for a seminar on "Blacks in America: Political and Economic Issues; Hispanic Issues, 1984," Washington Journalism Center, Washington, D.C., Feb.7-8

• Cheryl D. Lee, personnel manager, The Tribune, Oakland, for the ANPA/NPRA seminar on Personnel Practices and Procedures, Chicago, Feb. 19-22. □

Policy session set on new role for ABC

The most serious discussion to date of newspaper-business policy differences with the Audit Bureau of Circulations will be held March 7 at a meeting between newspaper and advertising interests.

The ANPA/Newspaper Advertising Bureau ABC Liaison Committee, made up of seven newspaper-business executives, will sit down with advertiser and advertising agency members of the ABC Board of Directors at Marco Island, Fla., where the full ABC board will hold its March meeting.

The boards of ANPA and NAB have agreed that ABC should take "an enhanced role" to help newspapers and advertisers respond to the "dramatically changing marketing concepts" of the 1980s [presstime, Dec. 1983, p. 36].

Some of the things ABC should do, the ANPA/NAB committee said, are to review restrictions on newspapers' circulation sales and distribution practices, to create different auditing requirements for newspapers with more sophisticated marketing practices and to use more computer technology to perform more sophisticated audits.

Meanwhile, preparation for the meeting included a questionnaire the committee distributed to 75 newspaper companies asking for their views on a number of ABC practices about which there is longstanding disagreement within the newspaper business. The survey also asks whether the ANPA and NAB boards should support newspaper senior management candidates for newspaper vacancies on the ABC board.

There are eight newspaper directors on the 33-member ABC board. Although the newspaper seats constitute less than 25 percent of the board, daily newspapers contribute 43.1 percent of ABC's revenue.

Of the eight newspaper seats, one goes to weekly newspapers; one to Canadian interests; the remaining six to daily newspapers in the United States.

The latter are portioned according to time zones. For example, in 1984, three newspaper di-rectorships will come up for election. They are for daily newspapers publishing in the Eastern, Central and the combined Mountain and Pacific time zones. □

Texas man arrested in newsrack bombing

A 21-year-old Mesquite, Texas, man was charged with murder in the death of his 63-year-old stepfather, who died when a pipe bomb placed inside a Dallas newsrack exploded. Long-time observers of the newspaper business said the incident was without precedent.

Dallas police said Marshall Dewayne "Dodie" Williams was charged with planting the explosive device in a vending machine of The Dallas Morning News. His stepfather, Ward S. Keeton, regularly purchased a paper from the vending machine early in the morning. The fatal blast occured about 5:14 a.m. Jan. 27.

Dallas Police Sgt. Jody L. Thomas said Williams was arrested Feb. 2. Bond was set at $100,000.

Two years ago, the victim reportedly told classmates at a community college that he once infiltrated the American Nazi Party and Ku Klux Klan as an informer for the federal government. Although there was initial speculation his death was related to those purported activities, sources said subsequently no connection could be found.

The investigation is continuing. □

Circulation seminars scheduled

ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association will hold two seminars this year on "Managing People in the Circulation Department."

The first will be April 8-11 in Dallas, and the second will be Nov. 26-28 in Denver.

Registration is $475 for members of the sponsoring organizations and $575 for non-members.

For information, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va. □

Home delivery seen key to steady readers

Home delivery "is clearly the cornerstone of regular newspaper reading," according to a recently released national study of newspaper circulation and home-delivery patterns.

Nine out of 10 adults were found to read a daily newspaper "at least some of the time." And 71 percent of those readers had home delivery of a newspaper.

The study was conducted in May 1982 under direction of the Newspaper Advertising Bureau as part of the Newspaper Readership Project, a newspaper-business effort to promote circulation and readership. The six-year project was completed last year.

Home delivery was found to be highest in the suburbs and in non-metropolitan areas. It was lowest in central cities.

Home delivery also was highest among high-income and high-education brackets, among adults older than 45, married people, homeowners and long-time residents.

Among other points:

- Most subscribers are very satisfied with their delivery service. But service failure was cited most often as the primary reason non-subscribing high-income families did not take a paper.
- Adult carriers are used most often in non-metropolitan areas. Juvenile carriers predominate in the suburbs and in afternoon delivery. There was no difference in satisfaction of service between adult and youth carriers. Sixteen percent of respondents did not know their carrier.
- Forty-five percent of non-subscribers had not been asked to subscribe while living at their present address.
- One-fifth of people who said they bought single copies did so every day. Eighty-four percent of all single-copy buyers said they usually take home the papers they buy.
- Stores or newsstands are much preferred over coin-operated newsracks by single-copy purchasers. There has been a decline of such outlets, the report noted, and it therefore "becomes increasingly important to improve and expand home delivery."

Copies of the report are available for $3.75 each, plus postage, from the Research Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-8242. □

Three-fourths of dailies cost a quarter, but a nickel will still buy a paper in one town

The predominant price of a daily newspaper remained 25 cents in 1983, according to ANPA's annual survey of single-copy, street-sale prices (city zone). Three out of every four papers sold for a quarter.

Only one North American daily still sold for a nickel last year.

The survey, which covered 1,820 dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands, showed that last year 1,346, or 74 percent, of the papers had a price of 25 cents, as compared to 1,288, or 70 percent, a year earlier [presstime, March 1983, p. 40]. The number of 20-cent newspapers decreased (from 277 to 187) as did 15-cent newspapers (from 146 to 94). (See chart.)

The only remaining 5-cent daily newspaper in the United States and Canada is the Daily Bulletin of Dauphin, Manitoba.

Twelve dailies still sold for a dime.

Ninety-one U.S. dailies and three in Canada sold for 15 cents, 187 for 20 cents, 127 for 30 cents, 42 for 35 cents, eight for 40 cents and two for 50 cents.

Newspapers up 4.6%; CPI climbs 3.8%

Between December 1982 and December 1983, the average cost of a newspaper climbed 4.6 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics.

The rise in newspaper prices during 1983 was significantly less than the 10.1-percent increase recorded for 1982.

The increase in the overall Consumer Price Index was almost identical the past two years—3.9 percent in 1982 and 3.8 percent in 1983.

As recently as 1979, the predominant price was 15 cents. It went to 20 cents in 1980 and to 25 cents in 1981, when 56 percent of the papers were at that level.

The predominant price of a Sunday newspaper continued to be 50 cents. There were 318, or 41 percent of the 771 Sunday newspapers surveyed, that carried the 50-cent price tag. A total of 170 Sunday newspapers, or 22 percent, sold for 75 cents.

Five Sunday newspapers sold for 15 cents, 12 for 20 cents, 88 for 25 cents, nine for 30 cents, 46 for 35 cents, 15 for 40 cents, three for 45 cents, 27 for 60 cents, five for 65 cents, two for 70 cents, six for 85 cents, three for 90 cents and 60 for $1. One Sunday newspaper sold for 55 cents and one for 80 cents.

ANPA's survey is based on data from the Audit Bureau of Circulations' Rate Book on publishers statements filed by Sept. 30, 1983, and other sources. □

Price per single copy of daily newspapers—1983

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	Total[1]
Alabama	--	6	1	20	--	--	--	27
Alaska	--	--	--	5	--	2	1	8
Arizona	1	1	--	16	--	--	--	18
Arkansas	--	3	6	23	--	--	--	32
California	1	6	10	102	1	--	--	120
Colorado	1	8	4	15	--	--	--	28
Connecticut		--	3	11	7	4	--	25
Delaware	--	--	--	3	--	--	--	3
District of Columbia	--	--	--	3	--	--	--	3
Florida	1	6	4	39	--	--	--	50
Georgia	--	3	3	29	--	--	--	35
Hawaii	--	--	--	6	--	--	--	6
Idaho	--	1	--	11	2	--	--	14
Illinois	--	4	10	56	4	1	--	75
Indiana	--	2	9	63	2	--	--	76
Iowa	--	1	5	33	--	1	--	40
Kansas	3	7	14	23	--	--	--	47
Kentucky	--	--	2	23	--	--	--	25
Louisiana	1	2	2	19	--	1	--	25
Maine	--	--	--	1	8	--	--	9
Maryland	--	2	2	11	1	--	--	16
Massachusetts	--	--	4	21	12	7	1	45
Michigan	--	1	7	38	6	--	--	52
Minnesota	--	--	2	21	2	1	--	26
Mississippi	--	1	--	23	--	--	--	24
Missouri	--	9	5	34	--	--	--	48
Montana	--	--	--	11	--	--	--	11
Nebraska	--	3	6	10	--	--	--	19
Nevada	--	--	--	8	--	--	--	8
New Hampshire	--	--	--	6	3	--	--	9
New Jersey	--	1	5	20	--	--	--	26
New Mexico	--	--	2	18	--	--	--	20
New York	--	--	6	56	9	--	1	72
North Carolina	--	4	3	47	--	1	--	55
North Dakota	--	--	--	9	1	--	--	10
Ohio	--	2	15	67	8	--	--	92
Oklahoma	--	1	10	42	--	--	--	53
Oregon	--	--	1	17	--	1	--	19
Pennsylvania	1	1	11	81	3	--	--	97
Rhode Island	--	--	--	3	4	--	--	7
South Carolina	--	--	2	15	--	--	--	17
South Dakota	1	--	4	8	--	--	--	13
Tennessee	--	1	3	25	--	--	--	29
Texas	--	7	7	98	--	3	--	115
Utah	--	--	1	5	--	--	--	6
Vermont	--	--	--	8	--	--	--	8
Virginia	--	4	3	31	--	--	--	38
Washington	--	1	1	25	--	--	--	27
West Virginia	--	1	7	15	1	--	--	25
Wisconsin	--	--	2	25	6	2	--	35
Wyoming	--	2	1	7	--	--	--	10
Totals[1]								
U.S.	10	91	183	1,306	80	24	3	1,698
Canada	2	3	4	36	45	16	5	114
Bahamas	--	--	--	--	1	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	--	4	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals[1]	12	94	187	1,346	127	42	8	1,820

[1]Includes newspapers selling for 5 cents (one in Canada), 13 cents (one in West Virginia), and 50 cents (two in Canada).

Price per single copy of Sunday newspapers—1983

	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	$1	Total[1]
Alabama	1	2	--	--	--	13	--	3	--	20
Alaska	--	--	--	--	--	2	--	--	--	2
Arizona	--	--	--	--	--	7	--	3	--	10
Arkansas	1	2	--	1	1	10	--	--	--	16
California	--	6	--	5	--	31	--	12	3	57
Colorado	--	--	--	2	--	7	--	1	--	10
Connecticut	--	--	--	--	--	5	--	4	1	10
Delaware	--	--	--	--	--	1	--	--	1	2
District of Columbia	--	--	--	--	--	--	--	--	1	1
Florida	--	3	2	3	--	16	--	5	3	33
Georgia	--	--	--	2	--	7	--	4	1	14
Hawaii	--	--	--	--	--	1	--	--	1	2
Idaho	--	1	--	--	--	4	--	1	1	7
Illinois	--	1	1	--	2	6	--	10	4	24
Indiana	--	--	--	--	1	3	2	10	2	18
Iowa	--	1	--	--	--	1	--	2	3	9
Kansas	--	3	1	2	1	9	--	1	--	8
Kentucky	--	2	--	--	2	5	--	2	--	12
Louisiana	--	1	--	1	--	10	--	3	1	16
Maine	--	--	--	--	--	--	1	1	--	2
Maryland	--	--	--	--	1	1	--	2	1	5
Massachusetts	--	--	--	--	--	1	2	2	--	9
Michigan	--	--	--	--	--	9	2	2	1	15
Minnesota	--	4	--	1	--	1	--	2	1	10
Mississippi	--	1	--	1	--	7	--	2	1	12
Missouri	2	3	--	1	--	9	--	2	1	18
Montana	--	1	--	1	1	4	--	2	--	9
Nebraska	1	--	--	1	--	3	1	--	--	7
Nevada	--	1	--	--	--	1	--	2	1	5
New Hampshire	--	--	--	--	--	--	1	1	--	3
New Jersey	--	--	1	2	2	4	1	2	2	14
New Mexico	--	5	--	--	--	6	1	2	--	14
New York	--	--	--	1	1	2	3	8	15	32
North Carolina	--	2	--	1	--	14	--	8	--	25
North Dakota	--	--	--	--	--	1	1	1	--	4
Ohio	1	--	--	2	--	13	6	5	1	29
Oklahoma	4	15	--	2	--	17	--	4	--	43
Oregon	--	--	--	--	--	7	--	--	1	8
Pennsylvania	--	--	--	--	1	4	5	8	1	22
Rhode Island	--	1	--	--	--	--	--	--	1	2
South Carolina	--	--	--	--	--	5	--	3	--	8
South Dakota	--	--	--	--	--	2	--	1	1	4
Tennessee	--	3	1	1	--	6	--	1	3	16
Texas	1	27	2	10	1	35	--	20	--	96
Utah	1	--	--	1	--	--	--	4	--	6
Vermont	--	--	--	--	--	--	--	--	1	3
Virginia	--	--	--	--	1	6	--	8	--	15
Washington	--	3	--	--	--	4	--	8	2	17
West Virginia	--	--	--	1	--	5	--	3	1	10
Wisconsin	--	--	--	1	--	2	--	4	3	10
Wyoming	--	--	--	1	--	2	--	1	--	4
Totals[1]										
U.S.	12	88	8	44	15	309	26	170	60	758
Canada	--	--	1	2	--	6	--	--	--	9
Bahamas	--	--	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	--	--	0
Guam	--	--	--	--	--	1	--	--	--	1
Puerto Rico	--	--	--	--	--	2	1	--	--	3
Virgin Islands	--	--	--	--	--	--	--	--	--	0
Grand Totals[1]	12	88	9	46	15	318	27	170	60	771

[1]Includes newspapers selling for 15 cents (one in Alabama, Arkansas, Florida, Kansas, Oklahoma), 45 cents (two in New York, one in Pennsylvania), 55 cents (one in Pennsylvania), 65 cents (two in Vermont, one in Massachusetts, Michigan, Nebraska), 70 cents (one in Iowa, Ohio), 80 cents (one in Tennessee), 85 cents (two in Massachusetts, one in Iowa, Kentucky, North Dakota, Pennsylvania), 90 cents (one in Massachusetts, Minnesota, New Hampshire)

Lockout closes four B.C. mills

British Columbia's four newsprint mills were closed Feb. 2 because of an industry lockout of two unions, the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada.

A spokesman for the Pulp and Paper Industrial Relations Bureau, which represents the companies, said the lockout is expected to continue until a new contract is agreed to. The estimated annual capacity of the mills involved—1.8 million metric tons—represents 18 percent of Canada's estimated newsprint capacity for 1983.

The contracts expired June 30, 1983. Originally, the two unions sought a one-year agreement, while the companies wanted three years. Now, the unions say they will accept a two-year pact that would expire June 30, 1985.

Meanwhile, CPU delegates voted in February to make job security their top priority and to seek a one-year contract for other new labor agreements to be negotiated in Eastern Canada this year.

A majority of the contracts in the East expire April 30. The president of the CPU said the one-year term is sought so that contracts at both Eastern and Western Canada mills would expire in 1985.

In the United States, members of the United Paperworkers International Union have ratified a three-year contract at the Sheldon, Texas, mill of St. Regis Corp. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

Meetings were continuing in late February between the UPIU and two newsprint companies, Augusta Newsprint of Augusta, Ga., and FSC Paper Corp. of Alsip, Ill. [presstime, Feb. 1984, p. 45]. □

Newsprint prices continue upward trend

Publishers Paper Co. increased newsprint prices to its Western U.S. customers from $468.50 to $475 a metric ton, effective the first of this month.

Most other newsprint companies have raised their prices to $500. However, these companies are giving a 5-percent volume discount that lowers prices to $475 [presstime, Feb. 1984, p. 45].

Inland Empire Paper Co. has indicated it will not implement price changes until July 1 at the earliest. □

Newsprint consumption sets record

Newsprint consumption in the United States totaled 10.593 million metric tons in 1983, a new record and an increase of 4.7 percent from 1982, according to preliminary figures compiled by the ANPA Newsprint and Traffic Department.

Consumption by U.S. daily newspapers last year was up 3.6 percent, to 8.011 million metric tons, compared with 7.73 million tons in 1982.

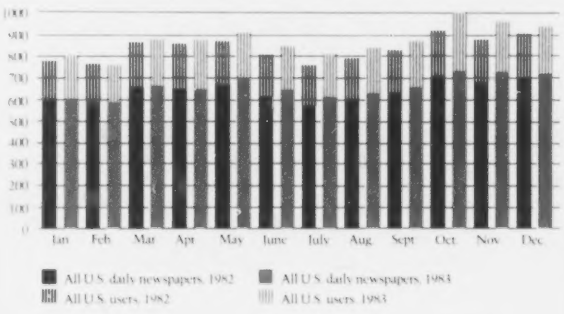
Canadian newsprint production for 1983 totaled 8.451 million metric tons, an increase of 4.1 percent over the previous year's production. Total shipments of newsprint from Canadian mills last year was 8.443 million tons, an increase of 4.6 percent.

Production by U.S. mills in 1983 was 4.687 million tons, an increase of 2.5 percent from 1982. Shipments from U.S. mills totaled 4.674 million tons, an increase of 3.3 percent over the previous year.

At the end of December, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 46 days' supply, compared with 52 days at the end of December 1982.

December 1983 was the 12th straight month that newsprint consumption by U.S. daily newspapers increased. Consumption that month was about 725,000 tons, up 3.6 percent from the same month of 1982.

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	November 1983(r)	November 1982	% Change
Northeast	181,154	171,761	+5.5
North Central	159,121	151,034	+5.4
South	235,760	212,581	+10.9
West	160,537	154,353	+4.0
Circulation size			
up to 25,000	57,496	63,183	-9.0
25,001-100,000	131,436	129,367	+1.6
Over 100,000	547,640	497,179	+10.1
November totals	736,572(r)	689,729	+6.8(r)
Eleven-month totals	7,286,034(r)	7,030,804	+3.6(r)
Region	**December 1983(p)**	**December 1982**	**% Change**
Northeast	170,322	169,812	+0.3
North Central	154,594	153,923	+0.4
South	236,248	221,454	+6.7
West	163,662	154,205	+6.1
Circulation size			
up to 25,000	59,158	65,765	-10.3
25,001-100,000	133,759	136,534	-2.0
Over 100,000	531,909	496,895	+7.0
December totals	724,826(p)	699,394	+3.6(p)
Twelve-month totals	8,010,860(p)	7,730,198	+3.6(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
October 1983	784,896	33	5
October 1982	861,131	40	6
November 1983	749,949(r)	33(r)	6
November 1982	831,558	39	6
December 1983	798,410(p)	38(p)	8(p)
December 1982	854,513	46	6
Canadian mills			
December 1983	301,128	--	--
December 1982	264,160	--	--
U.S. mills			
December 1983	99,375	--	--
December 1982	86,409	--	--

[1]Based on stratified data from ANPA member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA member newspapers in statistical sample. r = revised; p = preliminary.

Estimated consumption of all U.S. users

	1983	1982	% Change
October totals	1,001,000(r)	928,000	+7.9(r)
November totals	978,000(r)	893,000	+9.5(r)
December totals	952,000(p)	908,000	+4.8(p)
Twelve-month totals	10,593,000(p)	10,115,000	+4.7(p)

Production

	Canada	U.S.A.	North America
December 1983	673,300	372,060	1,045,360
December 1982	598,518	329,795	928,313
Increase	74,782	42,265	117,047
	+12.5%	+12.8%	+12.6%
Twelve months 1983	8,451,210	4,687,408	13,138,618
Twelve months 1982	8,116,650	4,574,055	12,690,705
Increase	334,560	113,353	447,913
	+4.1%	+2.5%	+3.5%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
December 1983	536,054	80,777	107,942	724,773
December 1982	530,159	73,464	140,538	744,161
Twelve months 1983	6,034,590	972,349	1,435,810	8,442,749
Twelve months 1982	5,613,941	934,010	1,525,987	8,073,938
Increase or	+420,649	+38,339	-90,177	+368,811
decrease	+7.5%	+4.1%	-5.9%	+4.6%
From U.S. mills				
December 1983	370,256	----	19,973	390,229
December 1982	322,966	----	22,786	345,752
Twelve months 1983	4,409,346	----	265,096	4,674,442
Twelve months 1982	4,250,871	----	274,418	4,525,289
Increase or	+158,475	----	-9,322	+149,153
decrease	+3.7%	----	-3.4%	+3.3%
From North American mills				
December 1983	906,310	80,777	127,915	1,115,002
December 1982	853,125	73,464	163,324	1,089,913
Twelve months 1983	10,443,936	972,349	1,700,906	13,117,191
Twelve months 1982	9,864,812	934,010	1,800,405	12,599,227
Increase or	+579,124	+38,339	-99,499	+517,964
decrease	+5.9%	+4.1%	-5.5%	+4.1%

Protest filed on ITU election; U.S. officials mum on details

A protest of activities surrounding the International Typographical Union's recent presidential election has been lodged with the U.S. Department of Labor by former First Vice President Robert S. McMichen.

McMichen won the Nov. 16, 1983, election, defeating incumbent Joe Bingel by 4,920 votes. But the ITU's international canvassing board found supporters of McMichen had violated federal labor law as alleged by Bingel and directed that a new election for president be held "shortly after" March 31 [presstime, Feb. 1984, p. 42]. No date has been set for the election. In the interim, Bingel continues to serve as president. He had no comment on McMichen's protest.

Gordon V. Berg, information officer for the department's Labor-Management Services Administration, said the grounds on which McMichen's Feb. 14 protest was filed cannot be revealed by the department. Under the Landrum-Griffin Act, he said, the department must investigate what it determined was a "valid" protest and report its findings to the secretary of labor within 60 days. "The clock is running," Berg said.

Another department spokesman noted that "the election process doesn't end with the counting of the ballots."

McMichen told presstime that while he "feels strongly" against going outside the internal union appeal procedures, the ITU executive council "has not acted on my appeals." Bingel's "going outside of ITU law and using federal law forced me to go to the Labor Department," he said.

"I won the election," McMichen added. "There is no need for another election. However, if there is one, I want it for all the officers because the same circumstances apply to all. . . . I want to be seated like the federal law says—that in a dispute over an election, the winner is seated" pending a final decision.

Meanwhile, the ITU is continuing merger discussions with the Teamsters and Graphic Communications International Union. Bingel and the other four members of the ITU executive council met in Washington Feb. 14 with officials of the GCIU and the following day with Teamsters' officials. GCIU officers accepted an invitation to visit ITU headquarters in Colorado Springs the week of Feb. 27.

AFL-CIO President Lane Kirkland, who opposes an ITU merger with the unaffiliated Teamsters, told GCIU President Kenneth J. Brown in a Feb. 7 letter, "I hope you will move forward to engage the ITU leadership in more detailed merger discussions. Your proposed deadline for a merger agreement by September is reasonable and encouraging, since under this suggestion the proposed merger could be presented to the scheduled conventions of both unions in 1984."

Kirkland has said that if the ITU affiliates with the Teamsters, "immediate separation" of the ITU from the AFL-CIO would result [presstime, Nov. 1983, p. 44]. The federation's counterpart in Canada, the Canadian Labor Congress, also has warned that the ITU will be cut adrift if it merges with the Teamsters.

An ITU spokesman denied a Feb. 21 report in The New York Times that discussions between his union and the Teamsters have produced a "merger document." He said there is a "working draft" the merger committees are using.

—Clark Newsom

Strikers lose bid for benefits

A federal judge has upheld The Wilkes-Barre (Pa.) Times Leader in its computation of pension benefits for six former employees who retired while they were on strike against the newspaper.

The Times Leader continued publication after four unions struck in 1978 over new labor agreements. In 1982, the last two unions representing the employees were decertified as bargaining agents [presstime, Dec. 1982, p. 35].

Four of the plaintiffs retired in 1979 and two in 1980. They filed a lawsuit against the newspaper company after their pensions were reduced by inclusion of the unpaid period while they were on strike in the calculation of their average annual compensation for the five-year period before retirement.

U.S. District Court Judge William W. Caldwell ruled that the company did not act "arbitrarily or capriciously," as contended by the plaintiffs. He found the benefits were calculated "in strict accordance" with the terms of the pension plan.

Caldwell said the plaintiffs received "100 percent of the benefits to which they were entitled" under the plan.

He also found no violation of the federal Employee Retirement Income Security Act.

The plaintiffs had argued that in previous strikes, a different method of calculation of pension benefits was used that did not result in a reduction of benefits to striking employees. But Caldwell said the pension plan "is the relevant document, and its terms, we believe, are clear and unambiguous. Further, it is uncontroverted that in each prior strike, the result plaintiffs now seek through this court was obtained as part of the negotiated settlement of each strike."

Caldwell also noted that the National Labor Relations Board had refused to issue a complaint in the matter.

(Edwards et al. v. Wilkes-Barre Publishing Co. Pension Trust, USDC MD Pa., CA No. 81-1198) □

Warrantless wage probes sanctioned

The U.S. Department of Labor does not need to obtain a court-issued search warrant before compliance officers of the Wage and Hour Division can examine a company's records to determine whether it is complying with the Fair Labor Standards Act, the U.S. Supreme Court recently decided.

The court unanimously reversed a U.S. District Court ruling that the Fourth Amendment requires the secretary of labor to obtain a warrant after an employer refuses to allow investigators to enter business premises.

The department had argued that if the judge's decision in *Donovan v. Lone Steer Inc.* was left standing, it would seriously interfere with the government's efforts to enforce the FLSA and other federal statutes [presstime, July 1983, p. 51]. □

Discharge held budget move

The discharge of a part-time copy editor for The New York Times News Service did not violate the Taft-Hartley Act, a National Labor Relations Board administrative law judge recently ruled.

Judge Steven B. Fish recommended to the board that a complaint against the company based on charges filed in 1981 by Local 3 of The Newspaper Guild be dismissed.

The copy editor was carried on a list of temporary employees and last worked on Nov. 29, 1980. The removal of his name from the list effectively terminated his employment.

The complaint alleged that the employee was discharged to discourage other employees from engaging in union activities "or other concerted activities."

At issue was whether the employee was discharged because of his inquiries about a retroactive wage increase and his enlisting the support of the Guild in pursuit of his grievance.

Judge Fish said there was no evidence that the company harbored "any animus, antagonism, or even annoyance" towards the employee. He found the discharge was economically motivated because of budget problems and noted that the company had begun to institute a number of economic cutbacks, including reducing the use of part-timers, before the employee began his grievance activity.

The judge also found that various complaints made by the employee from time to time—such as claims that it was too cold or too hot in the office or that there was too much or too little work—"can hardly be considered concerted in nature." There was no evidence that other employees agreed with his views, Fish noted. "In fact," he said, "the only reaction present on this record by employees to (his) statements were complaints made by these employees to management that (he) was interfering with their work by his constant chattering."

In some cases, he noted, the board has viewed an individual's complaints about workplace heating to be collective, but such cases "contained additional evidence of the support of other employees for the individual's complaints in these areas, which is not present in the instant case."

Fish observed that the NLRB "has recently been more reluctant to apply a presumption of concertedness" to complaints about working conditions. "When it is shown that an employee is acting for his own individual benefit without the support of his co-workers, there can be no finding of concerted activity," he noted

(The New York Times Co. and Newspaper Guild of New York, JD-[NY]-139-83) □

The Times of London settles labor dispute

A labor dispute at The Times of London was settled Feb. 2 after the national newspaper and its weekly sister paper, The Sunday Times, missed eight issues.

The dispute flared Jan. 26 when 750 clerical workers were fired for staging wildcat strikes. Production employees walked off the job to protest the firings.

At issue was a management decision to hire a picture librarian to integrate the libraries of The Times and The Sunday Times.

Union leaders accepted the library appointment and the newspaper agreed to reinstate the 750 workers. The Times also agreed that people hired for 40 other jobs must become union members.

The Times was shut down between November 1978 and November 1979 in a labor dispute. Publisher Rupert Murdoch acquired the paper in February 1981. □

Workplace-issues group formed

A coalition to inform the public and legislators on issues surrounding the use of new technology in the workplace was formed Feb. 9 with the support and participation of ANPA and other trade associations.

Vico Henriques, president of the Washington-based Computer and Business Equipment Manufacturers Association and founder of the coalition, said the informational effort will focus on electronic equipment featuring visual displays, including video display terminals, and the use of computers.

"We have a great deal of information about the best installation and use of visual displays, about how to introduce new technology into the workplace and about the kinds of questions and problems that users experience. We're trying to get this information into the hands of people who need it," he said.

The coalition also seeks to spotlight legislation it deems unneccessary or overly restrictive. "Several states have considered bills that would needlessly restrict the introduction and use of computer technology," said Henriques.

Other members of the coalition include the Air Transport Association of America, the American Bankers Association, the American Electronics Association, the American Insurance Association, the American Society of Personnel Administrators, the Electronic Industries Association and the Printing Industries of America.

Members of the coalition plan to meet at least once a month. □

NLRB election

Long Island (N.Y.) Newsday, GCIU: Writers, camera and clerical employees of the company's cable TV channel voted 14-13 against representation by Local 406 of the Graphic Communications International Union.

(NLRB Case No. 29-RC-6069)

Rehiring denial ruled age discrimination

The federal Equal Employment Opportunity Commission has determined that an employer's refusal to consider rehiring a worker who retired prior to age 70 is unlawful age discrimination.

In its first "formal opinion letter" under the Age Discrimination in Employment Act, the commission said it advised an unnamed Southern manufacturer that such a practice violates the act if the former employee seeking to be rehired is under 70 and is not seeking a "bona fide executive or high policy-making position." There is no rehiring obligation if the former employee is 70 or older at the time of the application for re-employment, the commission said, because such individuals would not be covered by the act, which outlaws job discrimination against workers between the ages of 40 and 70 [presstime, Dec. 1982, p. 34].

"Informal" opinion letters previously have been issued by staff attorneys, but this is the first to be approved by the commission. Employers rely on such letters as a guide to the agency's position. □

Paper upheld, so is union, in Greensboro

Two NLRB administrative law judges recently issued decisions involving the Greensboro [N.C.] Daily News and Record and Pressmen's Union No. 319, in which the company was upheld in one and the union in the other.

In the first ruling, Judge Thomas A. Ricci dismissed a complaint alleging that the company had refused to bargain in good faith with the union over a new long-term disability insurance benefit given non-union employees.

Ricci found it was the union that had rejected the company's invitation to discuss the plan and its possible extension to pressmen and other employees Local 319 represents.

Dismissal of the complaint was dictated by "basic principles of law," Ricci said. The union did not appeal the ruling.

In the other decision, Judge Richard A. Scully found that the company had unlawfully discharged James L. Roberts, a pressman with the company for 16 years and the union's president since 1979. Roberts was fired on Sept. 28, 1982, for "deliberately slowing down production."

"I find it difficult to believe that any reasonable mind would conclude that Roberts' dismissal was justified on the basis of the evidence in the record," Scully said. He concluded that Roberts had been discharged because of his union activity and recommended that the board order the company to reinstate him with back pay, plus interest.

In the same decision, Scully addressed another complaint involving the union's attempt to organize advertising department employees.

The judge found that a supervisor had unlawfully threatened an employee by implying that direct dealings between employees and management would be prohibited if they were represented by a union. He said this was "a clear threat of loss of a benefit."

Scully recommended that the company be ordered to post a notice to employees stating that it will not threaten them with loss of benefits because of their support for the union.

The company is appealing Scully's decision to the board.

(Greensboro News Co. and Greensboro Printing and Graphic Communications Union, JD-535-83 [Ricci]; JD-543-83 [Scully])

Members of the Graphic Communications International Union visit The Newspaper Center. With ANPA's Mary Sepucha are (from left): William A. Schroeder, GCIU vice president; Thomas Brennan, president of GCIU Local 13-N of Detroit; and Walter Lypka, GCIU education director/technical and occupational health training.

Newspaper's conduct said lawful

An administrative law judge has recommended that the National Labor Relations Board dismiss a complaint against The Tribune Chronicle of Warren, Ohio, alleging that the newspaper committed unfair labor practices during its campaign against a union that sought to represent a bargaining unit of all employees.

The complaint was based on charges filed by Local 721 of the International Union of Electrical, Radio and Machine Workers after it lost 119-97 an April 6, 1981, representation election conducted by the NLRB.

The union charged, among other things, that before the election the company unlawfully threatened employees with loss of benefits if they voted for the union.

Judge James J. O'Meara Jr. found that alleged statements to employees by supervisors were taken out of context or made to appear as positive statements "when such was not the fact."

He said that while the company engaged in an "aggressive" campaign to persuade employees to reject the union, its conduct was not unlawful. The company "consistently" told employees that matters such as wages, hours, and other terms and conditions of employment were "negotiable" if the union became their bargaining agent.

"The employer has a right to campaign for the defeat of the union," O'Meara said.

He noted that a company is free to tell employees its views about unions, so long as the communication does not contain a threat of reprisal or promise of benefit.

(The Tribune Co. and International Union of Electrical, Radio and Machine Workers, JD-545-83) □

N.Y. Times pacts Ok'd; Guild still talks to Post

Members of all 10 unions at The New York Times have ratified three-year extensions of their labor contracts. The contracts were due to expire March 30.

Negotiations to extend the contracts began early last year [presstime, March 1983, p. 47]. In its proposals, the Times offered pay increases totaling $110 a week over the three-year period, plus a bonus increase of $25.93 a week retroactive to March 31, 1983, for early acceptance.

Unions at the New York Daily News had previously agreed to a three-year extension of their contracts. At the New York Post, all the unions except The Newspaper Guild have agreed to extensions. □

Pressmen's dismissal overturned

Three pressmen at the San Jose (Calif.) Mercury and News who were fired for drinking alcoholic beverages in a vehicle on the company's parking lot have been reinstated by an arbitrator.

Arbitrator Harvey Letter found that discharge was "an excessive penalty" for the offense.

"However," Letter said, "a substantial penalty is warranted." He ruled that the four-month period between the pressmen's discharge and the date of his award would be counted as a disciplinary suspension without pay.

The severity of the discipline "should serve to impress" upon others the importance of complying with work rules, the arbitrator said. One of the grievants had worked for the newspapers 15 years, and another 11 years; neither had ever received a disciplinary suspension. The other had worked there only for a short time.

In 1979, the company had informed the grievants' union, San Francisco Web Pressmen's and Platemakers Union No. 4, a subordinate of the Graphic Communications International Union, that employees found drinking alcoholic beverages at any time on company premises, including the parking lot, would be dismissed.

The warning was subsequently included in rules posted next to the employees' time clock. From time to time thereafter, the rule was discussed with union officials.

Letter found the events that led to the discharges were "undisputed." At the end of the work shift on Aug. 12, 1983, the grievants—joined at times by others—drank at least a case of beer in a van on the parking lot between 5 a.m. and 9:30 a.m., when they were confronted by the pressroom foreman and other management employees.

The grievants were ordered to remain on the scene until their union representative arrived, but they left. Dismissal notices were issued later that day to each of them.

While the arbitrator found a clear violation of the company's rule against drinking or possession of intoxicating beverages on company property, he said the pressmen could not be charged with insubordination for failing to remain with the van until the union steward appeared. He said management was evidently "attempting to preserve the untidy picture" for use in proceedings involving the steward.

"Thus viewed," he said, "this matter does not present employees refusing to comply with a management work order or direction that is work-related. It is also noted that the asserted insubordination involved the grievants while they were not on work time. Under the parties' past practice, where an employee—who is not on duty—is to be the subject of discipline, a meeting with the union chapel chairman (steward) does not take place until the employee's next work shift."

Letter also noted that security guards, via closed-circuit television, had observed the grievants drinking as early as 7 a.m. and did not consider it important enough to report the matter.

Letter found there had been "significant laxity" in the enforcement of the rule against drinking on the parking lot. "It appears that top management has been unaware of the failures to implement the rule," he said. "The laxity of enforcement may reasonably be viewed as a circumstance that lessens the seriousness of the grievants' infraction of the rule." □

Additional arbitration awards

Baltimore Sun, ITU: William M. Edgett ruled that the company did not violate a mailers' union agreement by subcontracting the direct mailing of zoned editions.

New York Daily News, Guild: Arthur Stark upheld the company's withholding of a day's pay from the salary of an employee who was absent because of illness.

San Jose (Calif.) Mercury and News, Teamsters: Gerald R. McKay converted to 30-day suspensions the discharges of two circulation district managers for falsification of records during a contest for new subscribers.

Terre Haute (Ind.) Tribune-Star, Guild: J. Harvey Daly found that a circulation employee who quit his job had not been in the union's bargaining unit for a sufficient length of time to qualify for severance pay.

Washington Post, Guild: James V. Altieri ruled that copy desk jobs had been "substantially altered" by the introduction of VDTs and directed the parties to bargain over the proper rate of pay for the changed jobs.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Sacramento rulings appealed

Arbitrator Harvey Letter has ruled that The Sacramento Bee violated a labor contract by failing to reinstate so-called "sympathy" strikers who have lifetime job guarantees with the newspaper. Less than a month before his Feb. 6 decision, NLRB Administrative Law Judge Michael D. Stevenson found that the Bee had not violated the Taft-Hartley Act by refusing to reinstate the striking printers.

The apparent conflict between contract law and the federal labor law will be the subject of further litigation as both parties appeal.

The company is seeking to have Letter's award overturned in U.S. District Court.

Meantime, Typographical Union No. 46 has appealed Stevenson's decision to the National Labor Relations Board.

The 57 printers were permanently replaced after they refused to cross a 1978 picket line of Mailers' Union No. 31, a local that also is affiliated with the International Typographical Union.

In mid-1978, a dispute arose over whether the "sympathy strike" by the printers meant a cessation of their job guarantees. That issue was decided by Arbitrator William Eaton, who held that the printers had not forfeited their jobs. His award was upheld in the 9th U.S. Circuit Court of Appeals, and in 1982 the U.S. Supreme Court refused to review the decision [presstime, Jan. 1983, p. 37].

Arbitrator Letter's award directed the Bee to reinstate the strikers and reimburse them for any loss of earnings and benefits. He remanded the matter to the parties to attempt to liquidate the amount owing to each employee but retained jurisdiction to decide any matters the parties cannot resolve.

(McClatchy Newspapers d/b/a The Sacramento Bee and Central Valley Typographical Union No. 46, ID-[SF]-3-84) □

Arbitrator upholds dismissal of San Jose copy editor, 50, with 13 years' seniority

The discharge of a veteran editorial employee for unsatisfactory work performance was recently sustained by an arbitrator.

"This is a painful case," said Arbitrator J. J. Griffin. "The discharge of a 50-year-old man with 13 years' seniority cannot be lightly undertaken. As tragic as its consequences may be . . . the record before me establishes that the company did not so lightly approach his termination."

The grievant had been hired by the San Jose (Calif.) Mercury and News as a journeyman copy editor in 1969. He worked in various assignments—mainly editing non-breaking news such as Sunday features—until 1978 when he was assigned to the Mercury's copy desk. He was fired on Feb. 19, 1982, and given 26 weeks' severance pay.

Early in 1981, the arbiter noted, a new executive editor was appointed, and one of his first priorities was to evaluate the staff. During the summer of that year, both the managing editor and the associate editor discussed with the grievant what they said were his shortcomings in meeting the demands of a higher standard of editing. When his work did not significantly improve, the copy editor was given a three-day disciplinary suspension and a warning that failure to improve could result in discharge.

In the fall, as required under the labor agreement with Local 98 of The Newspaper Guild, he and the union were given two weeks' notice of the company's intention to discharge him.

However, the company withdrew the notice of discharge after the Guild suggested that some of the grievant's copy-editing errors might be attributable to faulty vision. The company subsequently supplied him with new eyeglasses.

The grievant was given additional time to improve and was assigned to a new editor for "another look through new eyes." Still, various editors found his work to be substandard, and he was discharged.

In the arbitration proceeding, the union argued that the company could have found other work the man could perform satisfactorily. The company, though, noted that all editorial work requires fluency in written expression and accuracy in facts, spelling, punctuation and grammar. It also noted that the grievant had been referred to the personnel department for assistance in getting another job at the newspapers, but he failed to consult that department.

Arbitrator Griffin said he was "sympathetic" to the union's argument that it was not the grievant's work that was in decline, but rather the upgraded standards against which he was being judged. But, he said, "I am obviously and properly barred from preventing this or any other employer from upgrading its standards, even where, as here, that upgrading results in injury to a senior employee."

The standards were evenhandedly applied to all employees, he noted. □

Recent contract settlements

Houston Chronicle and Houston Post, GCIU: Three-year agreement covering pressroom employees; retroactive to July 16, 1983.

Minneapolis Star and Tribune, Guild: Three-year agreement covering news and editorial employees, promotion department artists and district managers; retroactive to Aug. 1, 1983.

Minneapolis Star and Tribune, ITU: Five-year agreement covering mailroom employees; retroactive to July 1, 1983.

San Diego Union and Tribune, ITU: Three-year agreement covering composing room employees; retroactive to Aug. 8, 1983.

Seattle Times, Guild: Three-year agreement covering editorial and commercial employees, retroactive to July 22, 1983.

Washington Post, Guild: Agreement covering editorial and commercial employees effective Nov. 28, 1983, through July 9, 1986, with wage increases retroactive to July 12, 1982, and July 11, 1983.

(Details in March 1984 ANPA Labor & Personnel Relations Letter.)

Motor route carriers ruled not employees by NLRB and Virginia agency

Motor route drivers delivering the Chillicothe (Ohio) Gazette are independent contractors rather than employees of the newspaper, an NLRB official has ruled.

The ruling by James L. Ferree, the acting NLRB regional director in Cincinnati, resulted in the dismissal of a petition filed by Local 159 of the Teamsters to represent the drivers in collective bargaining.

Among the factors indicative of independent contractor status, Ferree found, were that the drivers:

- Are free to decide whether to hire helpers and substitutes and to set their terms and conditions of employment
- Are permitted to hold outside jobs
- Have the opportunity to increase their profits by deciding how many newspapers to buy
- Are responsible for providing and maintaining their vehicles.

Ferree also noted that the company does not train, supervise, discipline or monitor the drivers or their helpers in the performance of their duties, makes no deductions for taxes and provides no fringe benefits.

(Chillicothe Gazette and Teamsters Union Local No. 159, Case No. 9-RC-14392)

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The Virginia Employment Commission ruled that motor route carriers delivering The News and The Daily Advance of Lynchburg are independent contractors, not employees, under the Virginia Unemployment Compensation Act.

The decision overturned the findings of a field tax representative in an audit of Carter Glass Newspapers Inc.

The commission noted, among other things, that when the carriers enter into a distribution contract with the company, they do not complete employment applications or take any tests, as do the company's employees. Also, the carriers use their own vehicles, do not receive any benefits such as paid vacations, and are not covered under the workers' compensation plan.

In addition, the commission found, the company exercised "no control at all" in how the carriers performed their work. Under the Code of Virginia, the carriers are engaged "in an independently established trade, occupation, profession or business," the commission said. □

Triple-I makes second sale

It's official: After more than three years in the marketplace, Information International Inc. has sold a second newspaper pagination system.

The board of directors of Dow Jones & Co. Inc. in February gave final approval of the previously announced purchase of an $8.8-million Triple-I system that will serve The Wall Street Journal initially and Barron's financial weekly later on [*pressstime*, April 1983, p. 39].

According to Charles F. Russell, Dow Jones engineering manager for the project, the firm expects to receive a prototype of the system at its Princeton, N.J., research and development facility in June.

"We're going to give ourselves six months to integrate the equipment (Triple-I has) designed with the equipment we've designed," Russell said.

Plans call for the first installation of a working pagination system at Dow Jones' Orlando, Fla., composition and transmission facility, and the firm hopes to make the next installation six months later.

"Installations could go faster," Russell said, if things proceed smoothly. Placement of pagination systems at the other four Dow Jones' regional composition and transmission facilities—in Chicopee, Mass.; Dallas; Palo Alto, Calif.; and Chicago—could take several years. Via satellite hookup, the five facilities service 12 other regional printing plants around the country.

According to Robert R. Brooks, manager of special projects for Dow Jones' Computer Services Facility in South Brunswick, N.J., and co-chairman of the project's development committee, "pilot teams" are being formed to develop and coordinate implementation of the pagination project. The pilot teams, which consist of intermediate Dow Jones managers and Triple-I staff, will determine which personnel will operate the system, how they will operate it and what additional equipment, if any, is needed.

Russell said the system ultimately will "give us the flexibility to get more (text and advertising) into the paper and still meet our deadlines."

Alfred L. Senaughty, president and chief executive officer of Triple-I, said that given the technical expertise of Dow Jones management, the firm's purchase of the Triple-I system "is a tremendous endorsement for Triple-I's approach to pagination." The system will electronically compose all pages, including news stories, display and classified ads, and graphics.

To date, the only other newspaper customer of the Culver City, Calif., electronics company has been the Star-News of nearby Pasadena. □

Metro winners announced

First-, second- and third-place winners have been selected in the 22nd semi-annual Goss Metro Users Printing Quality Contest conducted by ANPA.

In order of finish, they were:

- **Overall:** St. Petersburg Times and Evening Independent, Cedar Rapids (Iowa) Gazette and Wilmington (N.C.) Star.
- **Black and white:** St. Petersburg Times and Evening Independent, The Statesman-Journal of Salem, Ore., and Wilmington Star.
- **Spot color:** Cedar Rapids Gazette, St. Petersburg Times and Evening Independent, and Wilmington Star.
- **Process color:** Cedar Rapids Gazette, St. Petersburg Times and Evening Independent, and The Orlando (Fla.) Sentinel.

ANPA Technical Research personnel and newspaper production examiners judged the 12 Metro users that entered the contest. □

Uniman moves closer toward full operation

The Uniman 4/2 offset newspaper press donated to ANPA by M.A.N-Roland USA Inc. has been undergoing tests leading to full operation at The Newspaper Center in Reston, Va.

Within the last few weeks two "paper runs," whose purpose was to test the reel stands and align the folder, and an ink run were successfully conducted. During the ink run, the press was put through a battery of tests that as closely as possible mirrored an actual production situation, both collect and straight runs. All pressure settings were done during the run.

Additionally, a new, improved distribution system was installed on the press. The system allows added clearance between the floor and the bottom of the conveyor. The changes in the clearance necessitated adding more equipment, thereby extending the length of the mailroom line.

The press was cemented in, also, and rails for a newsprint transfer table were installed.

After a training period this month for ANPA press technicians, plans for seminars on operating the press will be developed. The press will also be used to test products for double-width presses. □

ANPA's Arthur M. Boudreau checks adjustment of folder.

ANPA technical library progressing ahead of schedule

Although it has a long way to go before completion, the ANPA technical library is moving toward reality more rapidly than was originally expected.

"I'm very impressed with the progress that's been made," said John B. Lake, publisher of the St. Petersburg Times and Evening Independent and chairman of the ANPA Research and Production Committee.

When Lake first proposed creation of the technical library during last summer's ANPA Operations Management Conference and Exposition, he envisioned a project that might take as long as seven years to implement [presstime, July 1983, p. 11].

The technical library ultimately will contain three elements: the software that will do the cataloging of the reference materials; the books, magazines and other technical materials that will comprise the library; and the electronic data base that will contain all the materials in digital form.

While the cataloging software has been developed, and the collection and cataloging of reference materials are under way, collecting all the materials and digitizing them are still years away.

The technical library is being developed at The Newspaper Center in Reston, Va., where the Association's technical operations were relocated last year.

ANPA staff is currently determining which books, articles and other factual information should be acquired for the library. Additionally, ANPA computer specialists are developing "rules of thumb" for computerizing the data and establishing a data base.

Lake is pleased by progress to date.

The library will be located in the George R. Hall Conference Room in the new technical research addition to The Newspaper Center. Books in the technical library will be cataloged according to the Library of Congress method and the catalog will be stored in the data base, as will the catalog of related books now on file in the ANPA library.

In short, the technical library and data base will become an anthology of the Association's internally and externally generated resources on every aspect of newspaper production.

The software for indexing the materials has already been created, according to George Cashau, director/technical research. "The mechanics for internal use are ready," he said. "What we need to do now is compile all the materials."

Cashau said the technical library, when completed, will allow the ANPA staff to respond more effectively and quickly to member newspapers' questions concerning technical problems.

And by the end of the decade, he said, member newspapers may be able to use their own computers via modems and telephone lines to retrieve information on prepress, press and other production problems from the Association's data base. □

Housing forms mailed for Conference

Housing forms will be mailed out this month for "Impact '84—Issues and Answers," the 56th Annual ANPA Operations Management Conference & Exposition. It will take place June 9-13 at the Georgia World Congress Center in Atlanta [presstime, Feb. 1984, p. 46].

The forms, which are required for advance hotel reservations, will be processed through the Atlanta Convention and Visitors Bureau. ANPA has reserved 5,300 rooms at 12 downtown Atlanta hotels for the show.

TECHNOLOGY CALENDAR

• The fourth annual **Seybold Seminars**, focusing on interactive page makeup, digital graphics and electronic printers, will be March 5-9 at the Miramar-Sheraton Hotel in Santa Monica, Calif.

• The **Southern Newspaper Publishers Association** will hold its 1984 Production Conference March 11-13 at the Lincoln Radisson Hotel in Dallas.

• **America•East Newspaper Production Conference** will be March 28-30 at the Hershey Lodge and Convention Center, Hershey, Pa. The annual conference is sponsored by the Pennsylvania Newspaper Publishers' Association and other press organizations.

• The Miami Herald and the Graphic Arts Division of Rockwell International (Goss) will co-host the second worldwide **Goss Quality/Productivity Conference** at the Omni International Hotel in Miami April 7-10.

• The 1984 Annual Forum of the **Flexographic Technical Association** will be May 8-10 at the Sheraton Hotel in New Orleans. For the first time, the program will include a special "breakout session" for newspapers.

• The **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.

TECHNOLOGY NOTES

• The Shugart Corp., a major original equipment manufacturer of floppy and enclosed-hard disk drives, initiated a **disk-drive repair program** for U.S. users of those products, the firm recently announced.

The Sunnyvale, Calif.-based manufacturer will repair floppy fisk drives at Hudson, Mass., Richardson, Texas, and Milpitas Calif., but only the Hudson and Milpitas sites sill service the hard disks.

• **Publishers Equipment Corp.** is indirectly making an entry into flexography. The letterpress conversion and offset press manufacturer has signed an agreement with Windmoeller & Hoelscher Corp. to provide mechanical components and electrical controls for the flexographic printing press for the Fort Lauderdale (Fla.) News and Sun Sentinel.

Washington Times going national . . .

The Washington Times, which will celebrate its second anniversary May 17, will precede that event with the launching of a national edition April 16 in San Francisco. And on June 4, the edition will appear in Los Angeles.

"At later intervals, we will be launching in as many as 20 major cities all over the country," said Editor and Publisher James R. Whelan.

The general-interest, conservative daily is published by News World Communications Inc., a New York City-based corporation owned by businesses affiliated with the Rev. Sun Myung Moon's Unification Church [presstime, June 1983, p. 49].

The national edition will have two 12-page sections—the first containing national, international and business news, and a weather map, and the second consisting of commentary, editorials and Washington-life features. The national edition will not carry the metro and "magazine" sections that are part of the Washington edition, but some features will be extracted from the magazine section and put into a new format.

Pages will be sent by satellite from the newspaper's Washington plant to The Daily Review in Hayward, Calif., less than 10 miles south of Oakland. Initial press run will be 15,000 to 20,000 copies, Whelan said. The paper will be distributed by mail for same-day delivery in the Bay Area; it also will be sold for 25 cents a copy on the streets there, as well as in Sacramento and other Northern California cities.

In Southern California, the Times will be printed by a commercial shop in Los Angeles and distributed as far south as San Diego.

"We will reach 70 percent of the population of California with same-day delivery," Whelan said.

In selecting printers, Whelan said the company sought "excellent mailing-label capability," color printing capability and space for long-term lease of a satellite dish.

The Washington Times will become the sixth North American daily to go "national" via satellite transmission of pages to remote printing sites. The others are The Wall Street Journal, The Christian Science Monitor, The New York Times, USA Today, and The Globe and Mail of Toronto.

In February, The New York Times announced that it will begin printing its national edition this spring at a fifth location—the American-Statesman in Austin, Texas. The initial press run will be 10,000 copies for the weekday edition and 15,000 for the Sunday edition. □

. . . as USA Today looks overseas

Ending several months of speculation, USA Today announced Feb. 21 the formation of a six-member "international task force" to explore the printing and sale of the daily overseas.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., said the group "will explore whether there is a viable market" for the paper in Europe and the Pacific. The task force will study production and distribution capabilities, as well as sales potential. It will then produce a business plan, "after which a decision will be made whether to expand into one or both overseas areas," Neuharth said.

Vincent E. Spezzano, Gannett's senior vice president/communications, will head the task force. He said a foreign edition would retain the name USA Today and not be called, as had been rumored, World Today.

Already publishing in both Europe and Asia are the International Herald Tribune, The Wall Street Journal, and The Stars and Stripes, the latter serving U.S. forces stationed overseas and their families. □

Recent acquisitions

Cox Enterprises Inc., Atlanta, acquired substantially all of the Soldwedel family interest in The Yuma (Ariz.) Daily Sun. The other half-interest in the newspaper was acquired last year by Donrey Media Group from the Osborn family.

Stauffer Communications Inc., Topeka, Kan., acquired The Brainerd (Minn.) Daily Dispatch, circulation 14,214. □

News, features staffs to merge in St. Paul

The news and features staffs of the St. Paul (Minn.) Pioneer Press (morning, circulation 102,879) and St. Paul Dispatch (evening, 101,541) will be merged April 2.

Executive Editor David Hall said the change is being made for "efficiency and to put us in a better position competitively."

In St. Paul's twin city of Minneapolis, the evening Star and morning Tribune were merged in 1982 into the all-day Minneapolis Star and Tribune.

But Hall emphasized that the merger of news staffs (the editorial-page, business and sports staffs have traditionally served both papers) will leave St. Paul with "two different papers. . . . There is still a desire in this market for an afternoon paper."

The move will not result in any layoffs, Hall said, and there is "enthusiasm" among the staffs for the change. "Most people believe we're going to have better newspapers. We're trying to get the maximum amount of staff input."

"On balance, they're going about it in a decent, humane way," said John Carmichael, executive secretary of the Twin Cities Newspaper Guild, the union that represents the employees. He noted that a joint Guild-management committee has been meeting on a weekly basis.

The dailies are owned by Knight-Ridder Newspapers Inc.

The St. Paul merger will be the 11th such consolidation since 1980. In addition to the mergers reported previously [presstime, June 1983, p. 48], The News and The Daily Advance of Lynchburg, Va., merged their news staffs in June 1980. □

Reuters sale gets OK

The British government said that even though there is widespread "public concern" about the pending public stock sale of Reuters Ltd., it will not intervene.

Critics of the sale said it could violate the agreement under which Reuters was set up: that it be regarded as "in the nature of a trust rather than an investment."

But a government spokesman said that the history of Reuters "supports the view that the company does best when its independence from government is not compromised." The sale of stock is expected to begin this spring [presstime, Jan. 1984, p. 54]. □

Chicago p.m. planned

After nearly three and a half years of planning, the Chicago Post is now scheduled to begin publication as an afternoon daily sometime this summmer.

Newspaper consultant John R. Malone, president of the fledgling publishing company, said interviews are being conducted with prospective staffers, and publication "may begin in June or July." Plans call for a news-editorial staff of about 100 people, he said.

Aiming to reach homeward-bound commuters with three afternoon editions a day, the Post also hopes to capitalize on reader discontent with editorial changes in the Chicago Sun-Times, Malone said. More than 65 editors and writers, out of an editorial staff of 340, have left the Sun-Times since its acquisition Jan. 9 by Australian press magnate Rupert Murdoch [presstime, Feb. 1984, p. 50], a newspaper spokesman said.

Half of the Post's initial press run will be printed by the Chicago Tribune and half at another Chicago area plant that already prints the Midwest edition of The New York Times, according to Malone.

Although he was reluctant to discuss the group of backers he and an associate, Christopher K. Thomas, are pulling together, Malone did say that "delicate" talks are under way, and a group of "four to nine investors—all of whom are, or have been, newspaper owners"—will probably emerge [presstime, April 1983, p. 53]. □

Newspaper institutes proposed

Empire State College, Brigham Young University, and a third, as-yet unnamed college will propose the creation of three institutes in newspaper management.

The institutes, which would be housed at the three schools, would provide training materials, seminars, consultation services and college credit for adults working in the newspaper business, according to Scott Chisholm, director of Empire State's new degree-granting program in newspaper circulation marketing and management.

He said $2 million will be sought to establish each institute, but he declined to specify potential sources of funding.

The Circulation Marketing and Management Institute would be located at Empire State's Genessee Valley Learning Center in Rochester, N.Y. Empire State is part of the State University of New York system. The Institute of Newspaper Advertising Sales Administration would be located at Brigham Young in Provo, Utah, where there is an existing undergraduate program in media sales administration. Negotiations for the location of the third institute, the News/Editorial Media Management Institute, have not been completed, Chisholm said. □

Ad spending jumps 20% over last November

Advertising expenditures in U.S. daily newspapers last November were 20.3-percent higher than in November 1982, according to preliminary estimates by the Newspaper Advertising Bureau.

Classifieds had the highest percentage increase—25.5 percent, to 16 million. Retail expenditures rose 19.3 percent to $1.227 billion, and national spending was up 15.5 percent, increasing to $273 million. The November 1983 combined total for all categories was $2.016 billion.

The 20.3-percent November gain exceeded the overall rate of increase in expenditures for the first 11 months of 1983—16.8 percent. □

Changes in command

The **International Newspaper Advertising and Marketing Executives,** at its sales conference Jan. 29-Feb. 1 in New Orleans, elected the following new officers:

- *President*—Woodrow G. Shadid, The Daily Pantagraph, Bloomington, Ill.
- *President-elect*—John A. Wolf, Dallas Times Herald
- *First Vice President*—Robert C. Momsen, St. Paul (Minn.) Pioneer Press and Dispatch
- *Second Vice President*—Alan H. Dant, The Plain Dealer, Cleveland.

Survey shows 80% of dailies adopting SAUs

Preliminary results of an ANPA-Newspaper Advertising Bureau survey indicate widespread acceptance by daily newspapers of the expanded Standard Advertising Unit system.

According to Charles M. Kinsolving Jr., NAB vice president marketing/new technology, 80 percent of the 935 dailies returning questionnaires indicated they will be in full conformance with the SAU system on the scheduled July 1 implementation date [presstime, Jan. 1984, p. 14]. These newspapers account for 76 percent of U.S. daily circulation, he noted.

For broadsheet newspapers to be considered to be in full conformance, they must have a six-column format, a 13-inch-wide printed page, and base advertising prices on the column inch. For tabloids, full conformity generally means a five-column format and pricing by the column inch.

A total of 1,577 dailies were sent questionnaires, and 59 percent have returned them. The responding papers represent 81 percent of total daily circulation.

An even larger percentage of the responding papers indicated they will adopt parts of the system. Ninety-eight percent said they will accept advertising in SAU sizes; 97 percent said they will bill in inches; and 89 percent said they will adopt the rate card format recommended by the International Newspaper Advertising and Marketing Executives. □

ANCAM still studies headquarters move to Virginia

The Association of Newspaper Classified Advertising Managers is continuing to study the feasibility of moving its headquarters from Danville, Ill., to The Newspaper Center in Reston, Va.

At a meeting Jan. 27, the association's board discussed relocating to Reston but made no final decision, according to ANCAM President Richard E. Riggins, classified advertising manager of the St. Petersburg Times and Evening Independent [presstime, Feb. 1984, p. 37].

Riggins said the ANCAM Long Range Planning Committee will provide further information to the board at its June 16 meeting. □

98th Annual ANPA Convention

April 30-May 2 • Montreal Convention Centre

Don't miss ANPA's first Convention outside the United States.

Canadian Prime Minister Pierre Trudeau tops the list of headliners scheduled to speak. Fifteen clinics focusing on a wide variety of newspaper topics—including news, circulation, advertising and labor issues and the latest developments in telecommunications and electronic publishing—are included in the three-day agenda. Tours of beautiful Montreal, the world's second-largest French-speaking city, are available.

Deadline for returning Convention Registration Forms is March 15!
If you haven't received one, call ANPA at (703) 620-9500, ext. 333, 334, 242 or 243.

Johnson, Chapman head list of ANPA officer nominees

Four new ANPA officers and four new directors will be elected at the Association's annual business meeting May 1, during the ANPA Convention in Montreal.

Richard J.V. Johnson, president of the Houston Chronicle, will be nominated by the ANPA Nominating Committee to become ANPA chairman and president. Currently the Association's vice chairman, Johnson became a member of the ANPA Board in 1978 and has served as the Association's treasurer. He also has been a member of the Labor and Personnel Relations Committee, was chairman of the Facilities Planning Committee that developed plans for the recently dedicated addition to ANPA headquarters in Reston, Va., and headed the action group that developed presstime as the Association's journal.

Treasurer Alvah H. Chapman Jr., president and chief executive officer of Miami-based Knight-Ridder Newspapers Inc., will be nominated to become vice chairman of the Association. An ANPA director since 1977, he has served as secretary, as a member of the Government Affairs Committee, and as chairman and president of ANPA Foundation.

Director K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass., will be nominated to become secretary. On the Board since 1978, he is chairman of the ANPA Government Affairs Committee and former chairman of the newspaper business' Tax Law Action Group.

Director Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times, will be nominated to become treasurer. A Board member since 1980, he is a member of the ANPA Government Affairs, Audit and Employee Retirement Plan Trustees committees, and serves on the ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee. He also has been a member of the Telecommunications Committee and the Facilities Planning Committee.

The Nominating Committee, headed by Katharine Graham, chairman of The Washington Post Co., also will nominate the following four newspaper executives for election to two-year terms as directors:

Johnson

Chapman

Low

Sulzberger

Brumback

Martz

Montgomery

Moroney

• Charles T. Brumback, president and chief executive officer of Chicago Tribune Co. He is a director of Tribune Co., parent company of Chicago Tribune Co., and a trustee of Robert R. McCormick Charitable Trust; past president of the Florida Press Association; and a former director of the Institute of Newspaper Controllers and Finance Officers. He is a graduate of Princeton University and did post-graduate studies at the University of Toledo.

• Uzal H. Martz Jr., president of J.H. Zerbey Newspapers Inc. and publisher of the Pottsville (Pa.) Republican. He is vice president-finances of the board of trustees of the Pennsylvania Newspaper Publishers' Association Foundation; past president of PNPA, INCFO and the Pennsylvania Associated Press Publishers Association; a member of the ANPA Telecommunications Committee; former chairman of the ANPA Research and Development Committee, and a former member of the Research and Production, New Press Design, Facilities Planning, and ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing committees; a former member of the SAT-FAX Project Management Group; and a former representative of INCFO to the Newspaper Readership Project. He received bachelor's degrees from Pomona College and the Massachusetts Institute of Technology and a master's degree from MIT.

• John Grey Montgomery, vice president and publisher of Montgomery Publications Inc., Junction City, Kan. He is vice chairman of the ANPA Environmental Committee; trustee of the William Allen White Foundation; past chairman of the Kansas-Missouri Associated Press; and chairman of the Kansas Board of Regents. He graduated from Yale University and received a master's from Stanford University. Montgomery Publications publishes the Daily Union in Junction City and has several other newspapers and broadcast properties.

• James M. Moroney Jr., president and chief executive officer of A.H. Belo Corp., Dallas. He is a director of the Newspaper Advertising Bureau and the Texas Daily Newspaper Association. A graduate of the University of Texas, he has worked since 1946 at The Dallas Morning News and its related radio and television stations, becoming head of A.H. Belo last year.

ANPA directors who will be nominated for re-election to additional two-year terms as directors are:

Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc.,

Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York; William H. Cowles 3rd, publisher and president The Spokesman-Review and Spokane Chronicle; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, president of The E.W. Scripps Co., Cincinnati; Jacques-G. Francoeur, president of UniMedia Inc., Montreal; Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio; Donald N. Soldwedel, president of Western Newspapers Inc., Yuma, Ariz.; and George W. Wilson, publisher of the Concord (N.H.) Monitor and president of Newspapers of New England Inc.

The terms of four directors do not expire this year. They are: Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif.; Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.; Donald E. Newhouse, president and general manager of The Star-Ledger, Newark, N.J.; and Lloyd G. Schermer, president of Lee Enterprises Inc., Davenport, Iowa.

Four directors will be retiring from the Board at the Convention. They are:

- Mrs. Graham, 1980-82 ANPA chairman and president
- John B. Lake, publisher and executive vice president of Times Publishing Co., St. Petersburg
- Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., San Antonio
- Warren H. Phillips, chairman and chief executive officer of The Wall Street Journal, New York.

The Houston Chronicle's Johnson has indicated that, if elected chairman and president, he intends to appoint current ANPA Chairman and President William C. Marcil, president and publisher of The Forum, Fargo, N.D., to succeed Mrs. Graham as chairman of the ANPA Executive Committee. That committee is made up of the Association's four elected officers, executive vice president and the immediate-past chairman and president. As immediate past president, Marcil automatically serves two more years as a director. □

ANPA's budget increases 10%; Board sets new limits on future expenditure hikes

ANPA's 1984 budget has been adopted by the Board of Directors. The Board also made several adjustments to the Association's programs in keeping with priorities developed during the year's strategic-planning process.

The budget calls for revenues of $9,695,100 and expenses of $9,160,000, leaving an estimated excess of revenue over expenses of about $559,000 to be applied to contingency reserves and used for capital needs. Those revenue and expense figures represent an increase of about 10 percent over 1983. Also at its January meeting, the Board adopted an expense-increase guideline limiting annual program growth to no more than the rate of growth in ANPA's revenues during the last five years. No change in the dues-computation formula will be needed to finance the 1984 program.

The highlight of the expense budget for 1984 is some $225,000 allocated for postal policy and rate matters. A contribution toward these programs also is provided by the Newspaper Advertising Bureau. Telecommunications public-policy efforts were substantially reduced for 1984. ANPA's full-time staff for 1984 will be 148, including two new employees to handle presstime advertising.

Other highlights of 1984 work will be technical services and research, labor and human resources, training, conventions and conferences, printing quality, information gathering and dissemination and attention to such government-relations issues as freedom of information and content regulation.

After reviewing the recommendations of the Association's standing committees, the Executive Committee and the Board reviewed several budget drafts, ultimately deciding to adopt the expense-growth-limitation guideline and to apply any end-of-year surplus to 1984 reserves and capital needs. The same approach is being taken with the approximately $500,000 surplus achieved during 1983 operations—part of which will help in finishing additional space needed this year at The Newspaper Center for the arrival of International Newspaper Advertising and Marketing Executives [presstime, Feb. 1983, p. 37].

The Board was not able to fund every committee recommendation for 1984, and reductions were required for some suggested government affairs, technical, training, telecommunications and overseas activities. Retention of consultant Dr. Jon G. Udell for regular newsprint forecasting work was discontinued. And, with the increasing activity of the Newspaper Research Council and of other newspaper research programs, the former ANPA News Research Center directed by Syracuse University Professor Maxwell E. McCombs was discontinued. McCombs will continue to be on the ANPA Readership and Marketing Committee.

Also during its meeting, the Board participated in a discussion on public perceptions of the press that will result in a special presentation at the Montreal Convention by Associated Press Executive Vice President Louis D. Boccardi.

The Board received initial recommendations from its technical committees about pressroom environment matters and directed Walter E. Mattson, vice chairman of the Research and Production Committee, to work with the staff in developing detailed project proposals for Board consideration and decision in April. It is anticipated that these proposals will result in multi-year programs to begin later this year and leading to the increased testing and development in ANPA laboratories of new-formula inks, to more frequent pressroom Technical Advisory Service visits to member newspapers, to more monitoring by individual newspapers of lung-function data during employee health screenings, and to work with academic experts on pressroom environment and ink research matters. □

Reed named advertising manager

Jonathan A. Reed has joined presstime as its first advertising manager. The magazine will begin carrying advertising with the April issue [presstime, Oct. 1983, p. 54].

Reed previously worked for 10 years in advertising sales for the National Rifle Association—the last five years as advertising coordinator for the association's three monthly publications: American Rifleman, American Hunter and American Marksman. He also has an extensive background in newspaper advertising, having worked for The Philadelphia Inquirer, the Philadelphia Daily News and the former Washington Daily News. □

New member

Harvard Crimson

Cambridge, Mass. (circulation 3,500). Michael J. Abramowitz, president.

Large crowd forecast for Montreal

Registration for the 98th Annual ANPA Convention "looks good," reports Thomas C. Fichter, ANPA senior vice president and deputy general manager. "We're going to have a large attendance in Montreal."

Planning for the April 30-May 2 Convention is continuing. A day-to-day schedule will appear in April's presstime.

Air Canada is offering a 25-percent discount on normal coach fares to Montreal to those attending the Convention. To receive the discount, call, toll-free 1 (800) 845-5700 and mention ANPA. In Canada, dial 1 (800) 361-7585. □

ANPA

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Richard J.V. Johnson, Houston Chronicle
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Robert G. Marbut, Harte-Hanks Communications Inc., San Antonio
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Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami
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Katharine Graham, The Washington Post Co.

Directors
Garner Anthony, Cox Enterprises Inc., Atlanta
Frank A. Bennack Jr., The Hearst Corp., New York
Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
William H. Cowles 3rd, The Spokesman-Review and Spokane Chronicle
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps-Howard, Cincinnati
Jacques-G. Francoeur, UniMedia Inc., Montreal
Edwin L. Heminger, The Courier, Findlay, Ohio
John B. Lake, Times Publishing Co., St. Petersburg
K. Prescott Low, The Patriot Ledger, Quincy, Mass.
Charles M. Meredith III, The Free Press, Quakertown, Pa.
Donald E. Newhouse, The Star-Ledger, Newark
Warren H. Phillips, The Wall Street Journal, New York
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
Arthur Ochs Sulzberger, The New York Times Co.
George W. Wilson, Concord (N.H.) Monitor

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Vice President/Industry and Public Affairs, Robert L. Burke
Vice President/presstime Editor, James E. Donahue
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Manager/Education Services, ANPA Foundation, Linda B. Skover
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner

Newspapers should assist high school J-programs

The presstime article on high school curriculum change (December 1983) calls high school journalism classes "enrichment." There is another aspect that should be considered, one that can have serious implications for the newspaper business and newspaper readers.

In 1978, 1979 and 1980, 306 freshman students at the University of North Carolina at Chapel Hill were asked to complete a survey form when they preregistered for Spring courses. All had indicated that they intended to major in journalism.

Their responses indicate that high school journalism helped influence their decisions to major in journalism at the university. Seventy-three percent of the students had worked on their high school newspapers, 61 percent had taken high school journalism courses, 43 percent had worked on their high school yearbooks and 24 percent had worked on their high school literary magazines. Some of the students checked more than one of the above.

Of the 306 students who completed questionnaires, 142, or 46 percent, indicated that their high school journalism experiences led them to choose to major in journalism at the university. . . .

Based on what these students said, cutting high school journalism courses can destroy an important influence on career choices. Some people will no doubt applaud this because they believe that college-level journalism programs have grown too large or they don't like them.

Regardless, if the opportunity for high school journalism is cut, the students, newspapers and the public stand to lose. Students won't get a taste of what, for many, is a good career. They will miss the opportunity to experience in high school the roles and responsibilities of the press in American society. . . .

Newspapers should be defending and assisting high school journalism programs, especially courses and publications that are taught and advised by qualified and enthusiastic teachers and advisers. To do less means many talented young people won't choose careers in journalism, and many others won't understand, demand and support good newspapers.

Carol Reuss, professor
School of Journalism
University of North Carolina
Chapel Hill

More IAPA officers listed

We think you underestimate the international circulation of presstime, judging from your listing only of U.S. officers and directors elected at the Inter American Press Association assembly in Lima, Peru (December 1983).

Your excellent magazine is much in evidence in some important publishers' offices at a number of our member newspapers in Latin America, the Caribbean and throughout Canada.

Specifically, your report omitted election of IAPA First Vice President Maximo Gainza, La Prensa, Buenos Aires, Argentina; Treasurer Oliver F. Clarke, The Gleaner, Kingston, Jamaica; and Secretary Hector Davalos, Novedades, Mexico, D.F.

W. P. William Jr.
executive director
IAPA
Miami

Miami News policies

I would like to clarify a quote attributed to me in David Rambo's article on codes of ethics in your February issue.

While Mr. Rambo quoted me correctly on our not having an extensive written ethics code, such as SDX had developed, I did not mean to imply that The Miami News has no ethics policies, or that these policies have never been committed to writing from time to time for staff. Indeed we do have policies on such things as trips, freelancing, books and records received for reviews, use of confidential sources, and such.

Sue Reisinger, managing editor
The Miami News

Column, design praised

I was delighted to see the (news research) column by Guido Stempel (in presstime). It is my conviction that such an interface with the publishers is vital if journalism education is to thrive.

Congratulations also on the new look of presstime.

Will Norton Jr., chairman
Department of Journalism
University of Mississippi

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Bob Gardner, President
Marketing & Media Decisions

Speeches

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The Importance of Preserving—and Deserving—Press Freedom
Allen H. Neuharth, chairman and president, Gannett Co. Inc., Rochester, N.Y. Los Angeles Rotary Club, Dec. 2.

Jury Verdict Libel Trends: A Threat to the First Amendment?
Eugene Roberts, senior vice president and executive editor, The Philadelphia Inquirer. Libel Defense Resource Center, New York City, Nov. 17.

Military Plans Must Include Planning for Press Access
Jerry W. Friedheim, ANPA executive vice president and general manager. Joint Chiefs of Staff Panel on Military-Media Relations, Washington, D.C., Feb. 6.

Overview of U.S. Electronic Media Activities
Kathleen Criner, ANPA director/telecommunications affairs. Electronic Publishing Seminar, International Newspaper Color Association—International Federation of Newspaper Publishers Research Association, New York City, Jan. 25.

Keyless Newspaper Printing
Gene Van Kanegan, product manager, Graphic Systems Division, Rockwell International Inc., Chicago. Research and Engineering Council of the Graphic Arts Seminar, Dallas, Dec. 6.

From the International Newspaper Advertising and Marketing Executives annual conference, New Orleans, Jan. 29-Feb. 1:

The Impact of "Junk Mail" on Postal Rates and the Newspaper Business
Otto A. Silha, chairman, Cowles Media Co., Minneapolis, and chairman, ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force.

What's Really New In Co-op?
John W. Roell, advertising director, The (Tampa) Tribune Co., and Frank Hennessey, vice president, cooperative advertising, NAB, Chicago.

Newspaper Advertising Sales: A Forecast for '84
Craig C. Standen, president, NAB, New York City, and Leo Bogart, executive vice president and general manager, NAB, New York City.

Let's Give Newspapers an Extraordinary Sell
Charles D. Peebler, chairman of the board and chief executive officer, Bozell & Jacobs, New York.

From the Flexographic Technical Association color conference, Atlanta, Dec. 6-7:

Mechanical Requirements and Controls for the Flexo Newspaper Press
James K. Feeney, president, Windmoeller & Hoelscher Corp., Lincoln, R.I.

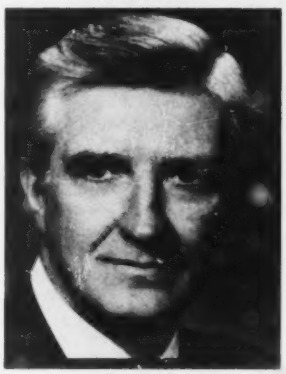
Washington Post Flexo Project
Les Kraft, vice president and general manager, Graphic Systems Division, Rockwell International Inc., Chicago.

Flexo Color Test at Atlanta Journal and Constitution
Paul E. Dickinson, sales manager, Kidder-Stacy Co., Agawam, Mass.

Eugene Roberts

Kathleen Criner

Otto A. Silha



Les Kraft

ANPA *Calendar*

MARCH

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, March 11-14

ANPA Readership and Marketing Committee meeting
Washington Marriott, Washington, D.C., March 12

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., March 12-16

ANPA/ASNE/APME Leadership in the Newsroom workshop
Chicago Marriott, March 19-21

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 20

ANPA Foundation Newspaper in Education Committee meeting
Denver Hilton, March 20

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Conference
Denver Hilton, March 21-23

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., March 26-30

APRIL

ANPA Training Committee meeting
Hyatt Regency, Long Beach, Calif., April 5

ANPA/Texas Daily Newspaper Association Supervisory Development workshop
Sheraton Dallas Hotel and Towers, April 6-7

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Sheraton Dallas Hotel and Towers, April 9-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., April 9-13

ANPA/ABA Task Force meeting
Washington, D.C., April 11-12

ANPA Press/Bar Relations Committee meeting
Washington, D.C., April 11-12

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation Board of Trustees meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Hyatt Regency, Montreal, April 28

ANPA Labor and Personnel Relations Committee meeting
Bonaventure Hotel, Montreal, April 29

ANPA Annual Convention
Montreal Convention Centre, April 30-May 2

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., April 30-May 4

MAY

ANPA Board of Directors meeting
Montreal Convention Centre, Montreal, May 2

ANPA Foundation Board of Trustees meeting
Montreal Convention Centre, Montreal, May 2

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., May 14-18

ANPA/ASNE/APME Leadership in the Newsroom workshop
Back Bay Hilton, Boston, May 21-23

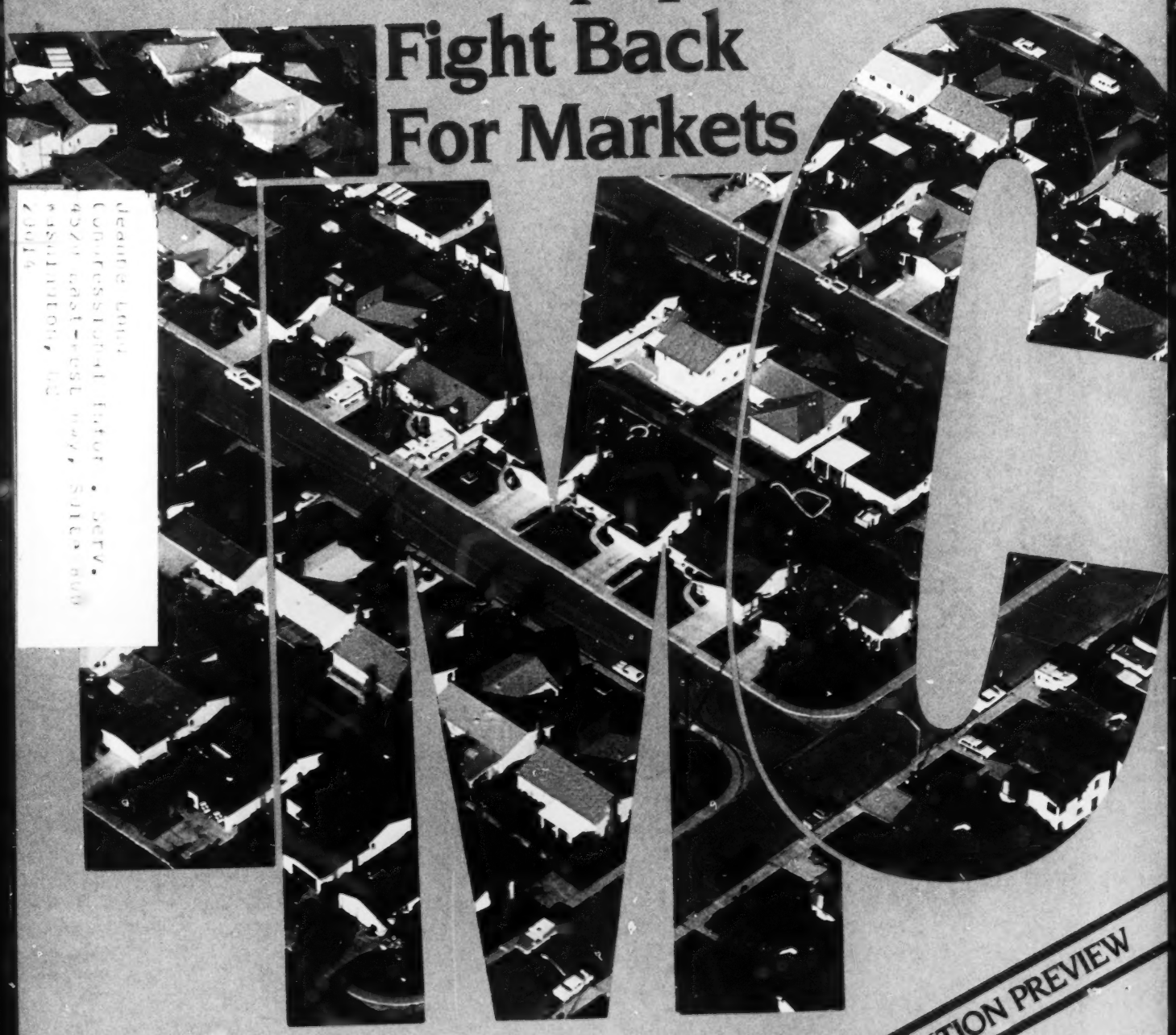
April 1984

presstime

The Journal of the American Newspaper Publishers Association

4/2/84
A 2350-2

Newspapers Fight Back For Markets

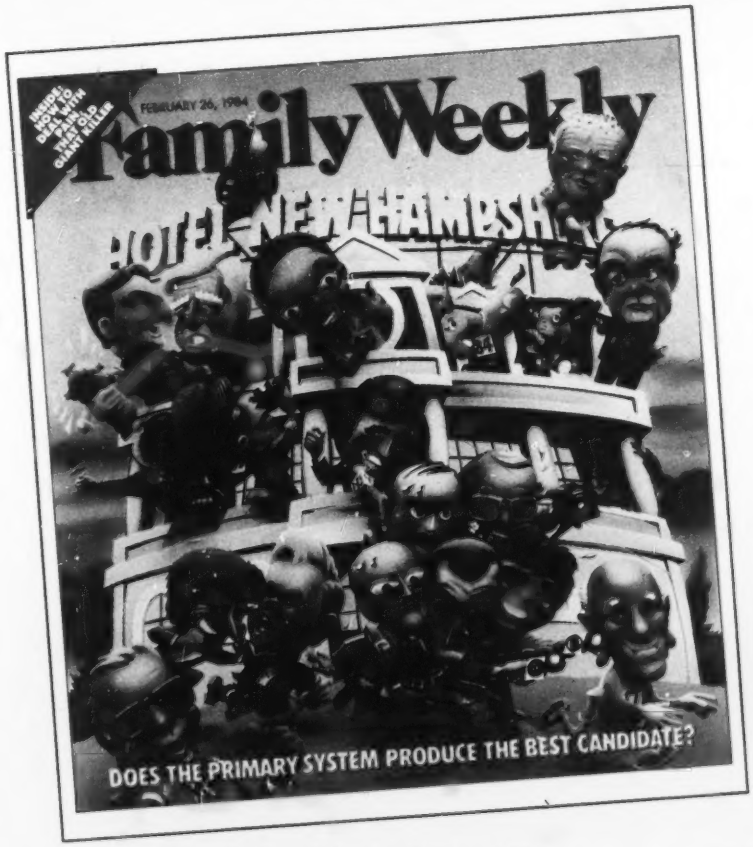


CONVENTION PREVIEW

POLS

Family Weekly throws light on the political realities behind campaign rhetoric.

Exclusively in Family Weekly, Pulitzer Prize-winning historian James MacGregor Burns explores what's wrong with the primary system. And what Americans can do to right it.



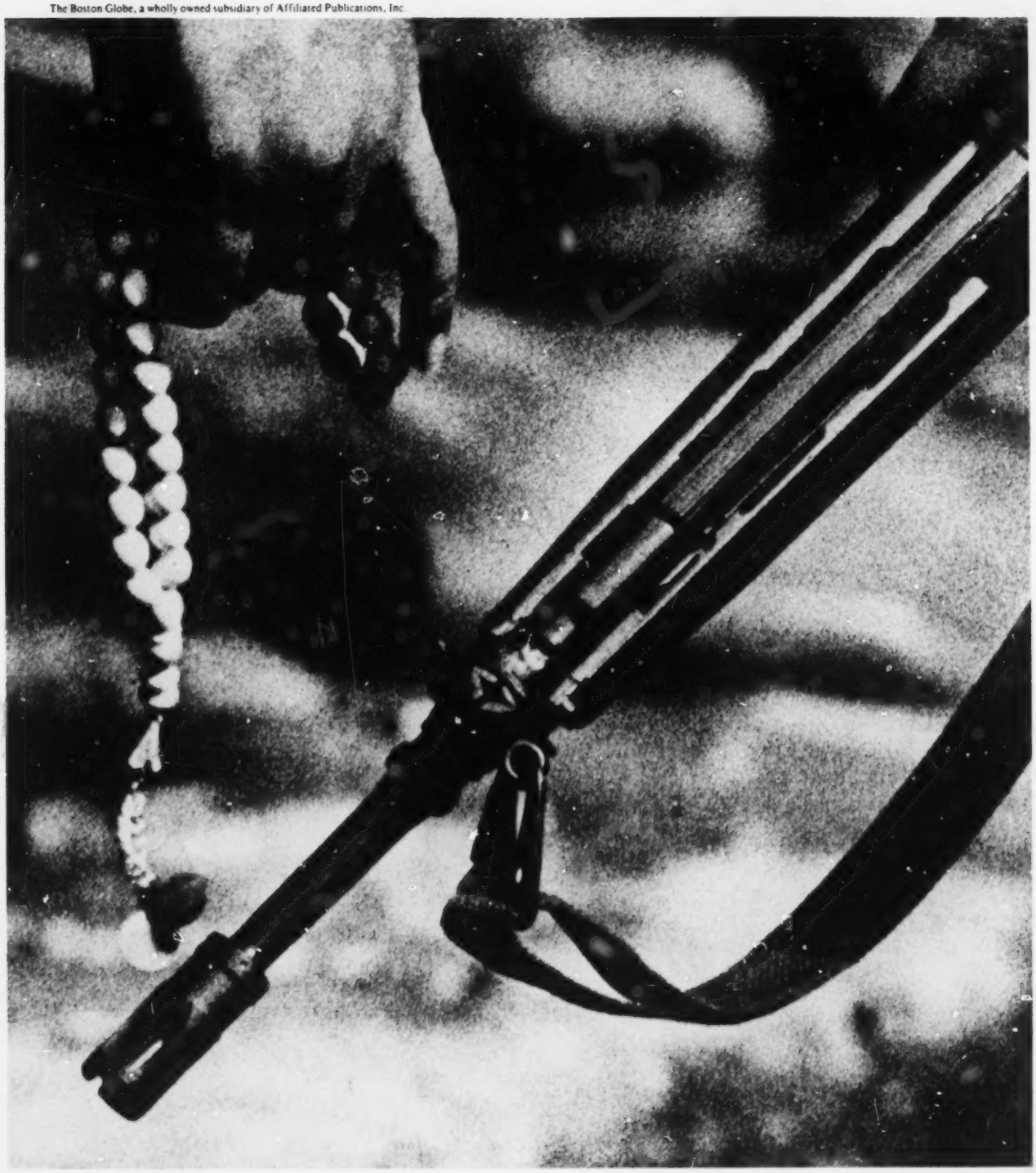
&

Family Weekly's 25 million adult readers expect stimulating writing. And they get it, from the likes of James MacGregor Burns, Isaac Asimov, Robert Coles, Shere Hite, David Halberstam and James Michener.

No wonder research by our subscribing newspapers shows Family Weekly is second only to the main news section in readership, week after week.

Family Weekly.
The Sunday that's full of surprises.

POWER



Nothing to worry about.

"Two correspondents are leaving the hotel when they hear of a new car bombing in Beirut. It is nothing serious, they are assured. Only four persons hurt, one a little girl who had her legs blown off. Nothing serious at all."

Boston Globe reporter Curtis Wilkie and photographer Stan Grossfeld, whose work you see, spent 3½ weeks in Lebanon covering a very serious story.

A Declaration of Intent

For almost a century, The Dallas Morning News has published Dallas' premier newspaper. And we've changed, and evolved, and grown with the times, to reflect the times and the people who live them.

During those years, Dallas and Texas and the entire Southwest have changed and evolved and grown, as well. And now the newspaper and the region it speaks for are both approaching the threshold of greatness.

In August of this year, the eyes of the nation, and of the world, will be on Dallas and The Dallas Morning News. One of the nation's great political parties will flex its muscles and begin an extraordinary election year struggle. The drama will unfold and act itself out until its November climax. And The Dallas Morning News will be there.

The source for convention coverage. *The* source for Dallas highlights. *The* source for every political nuance in Texas and the Southwest. Now, and in August, and throughout the rest of the year.

In the babble of voices chanting and incanting the election litany, one voice will emerge. Clear and strong and true. The voice of The Dallas Morning News.

That is our intent. In 1984, and into the future. For almost a century, we have captured the finest of America for Dallas and the Southwest. Today, with pride, we present the finest of Dallas and the Southwest to America.

The Dallas Morning News

presstime

INDEX VOLUME 6, NUMBER 4 APRIL 1984

Special Report *Today it is not enough to deliver a quality news and advertising product to subscribers. Newspapers increasingly are supplying a second—and free—product to people who don't buy the paper. Much of the actitivity is being spurred by competition from direct mailers who can give an advertiser saturation coverage of a market, or just a slice of it. The effort is known as total market coverage, and it may be newspaperings' hottest topic. In addition to examining newspapers' TMC programs, the report includes sidebars on the issues that could be settled in an antitrust lawsuit against a daily's TMC program and on how Advo-System Inc. developed its marriage-mail service.* 22

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Darkroom developments *Darkrooms and cameraroom are becoming highly computerized, making skilled photographic craftsmen less essential.* 9

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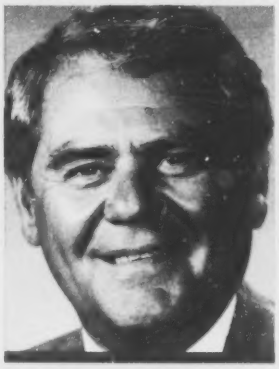
CHAIRMAN'S CORNER

Rates should be adjusted so that third-class mail is charged its fair share

Over the past two years as chairman and president of ANPA, I have spoken with you each month in this column about the accomplishments of your Association and the challenges to our newspaper business. Certainly nothing deserves attention in this last column of mine more than the current, unfair, third-class postal rates.

For the past several years, ANPA has become increasingly concerned about the inequities of third-class rates as the U.S. Postal Service has favored that class at the expense of first-class mailers. Mass mailers have swarmed to the Postal Service in an effort to take advantage of one of Uncle Sam's best bargains, a bargain that allows those who use this government service to compete unfairly with other businesses.



William C. Marcil

As things now stand, if a mailing house wants to send 40 or more pages of advertising weighing anywhere from one to four ounces, it will pay less than eight cents using third-class mail. If a private citizen wants to mail a four-ounce letter, he or she must use first-class mail, and it will cost 71 cents.

The Postal Service explains this gross inequity by saying third-class mail gets poorer service and saves work for mail handlers. There is no way that it gets nine times poorer service or saves nine times the work of first-class mail!

Of equal concern is the unfair Postal Service practice of allowing third-class mailers to send some mail free. The so-called "detached address labels"—often containing separate advertising—accompany bulk mailings at no additional charge. Not only is this practice unfair and unwise, it also violates the Postal Reorganization Act.

ANPA has filed a complaint with the Postal Rate Commission and has testified in the current postal rate case that these current policies are discriminatory. We believe the inequity can be corrected by charging postage for the detached labels, because they are a separate piece of mail.

Finally, third-class postal rates should be linked more closely to the weight of the package, as are first- and second-class rates. It is reasonable to assume that if weight causes work—and is therefore more expensive—for other classes of mail, the same weight-work-cost guidelines should apply to third-class mail.

In the testimony ANPA presented last month to the Postal Rate Commisson, we asked firmly that changes be made to eliminate the imbalances in the current postal rate scheme. We want all users of the mails to have the best postal service possible, of course, and we think restoring fairness to third-class rates and regulations is an important and essential step in the right direction.

If we can—working hard together—help restore fairness to all postal rates, we will have performed a real service to all Americans who believe in a universal mail service.

Bill Marcil

William C. Marcil
Chairman and President

ANPA
presstime®

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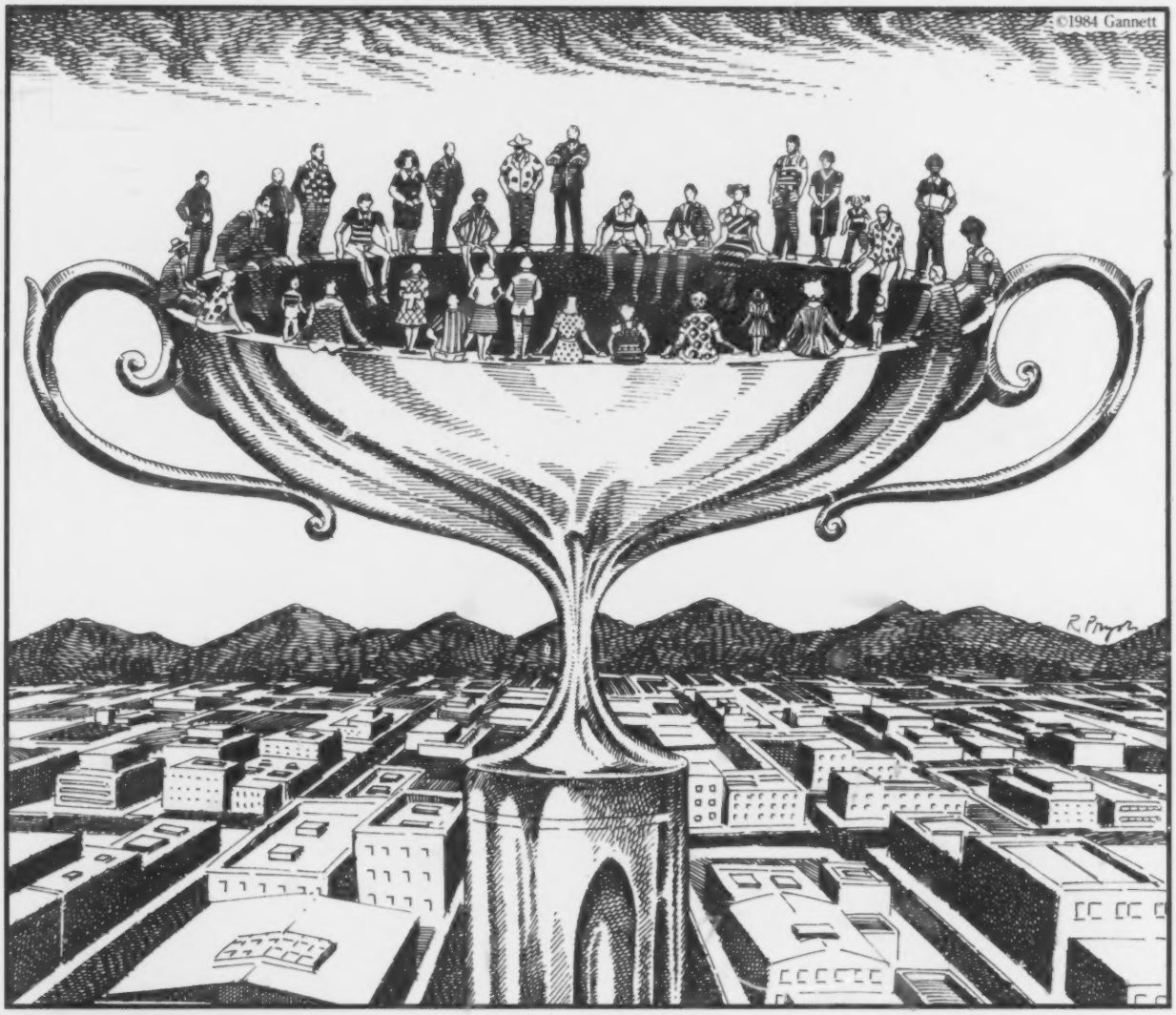

THE PRIZE IS COMMUNITY UNDERSTANDING

Public housing residents enrich a city's diversity . . . neighbors join to rebuild after a severe storm . . . a community unites to shepherd an ailing baby.

At Gannett newspapers, sensitive community reporting in 1983 helped bring their readers closer together.

The Rockford, Ill., Register-Star reported on the lives of public housing residents. For its performance throughout the year, the Register-Star won the Northern Illinois Newspaper Association's "best newspaper" award.

The Marin County, Calif., Independent Journal reinforced community efforts to recover from a severe storm that drove wealthy and needy alike from their homes. For overall performance, the California Newspaper Publishers Association named the Independent Journal the state's best newspaper for its size.

The Muskogee, Okla., Daily Phoenix shared the story of Wesley, a 3-month-old baby who survived open-heart surgery against all odds. For its consistent excellence, the Oklahoma Press Association named the Daily Phoenix the state's best.

The Sturgis, Mich., Journal, surveyed all aspects of life in the Michigan-Indiana border area it serves, leading to a better understanding of the communities' similarities and differences. For this and other initiatives, the Michigan Associated Press named the Sturgis Journal the state's best small daily.

Gannett journalists earned their share of national awards in 1983—including a Pulitzer Prize for the Jackson, Miss., newspapers. But, for all the communities served by Gannett, from Boise to Binghamton, Camden to Cincinnati, Springfield to Shreveport, the best prize was a local newspaper in touch with its community, in tune with residents and readers.

GANNETT

A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

POLITICS/ OLYMPICS

Back-to-back budget busters: 2 conventions and Games confront newspapers this summer

Coliseum awaits Olympic torch.

BY NEIL D. SWAN
presstime staff writer

There's never been anything like it in the history of American journalism. The logistics and costs are staggering—larger than ever before in planning news coverage for scheduled events.

With the 1984 Summer Olympic Games in Los Angeles July 28-Aug. 12 sandwiched between the Democratic National Convention in San Francisco July 16-19 and the Republican National Convention in Dallas Aug. 20-23, editors' heads are reeling from the prospect of handling three enormous news events back to back.

While applications are still being taken for press credentials for the conventions, credentials for the Olympics are virtually non-existent, allocated worldwide long ago to a horde of 8,000 descending reporters, TV crewmen and communications technicians. Only now are many smaller American papers learning they have been shut out of Olympic coverage.

Other smaller papers, upon learning of the monumental costs of both Olympic and convention coverage, are content to rely on wire service coverage for all three events, because "the AP, UPI and our supplemental wires will provide us with more relevant copy than we can use anyway," says Editor Richard Wesnick, of the 62,119-circulation morning Billings (Mont.) Gazette.

The cost factor. But many editors and publishers, particularly those who value their paper's commitment to excellence as well as those who desire to maintain prestige in the eyes of colleagues, recognized well over a year ago that 1984 was going to be a very expensive year in costs for travel, overtime, communications and even additional newsprint.

Sportswriters say "the Olympics just keep getting bigger every time," while news editors generally acknowledge political party conventions have become somewhat less significant in recent years. Too often the party's presidential nomination is more of a "TV coronation" than a genuine news event—as is almost certain to be the case at this year's Republican convention.

"The Olympics are bigger than the political conventions from a news coverage standpoint," says Kenneth Reich, who has covered presidential campaigns and conventions and who is now deeply involved in Olympics planning while covering it for the Los Angeles Times. "They're both big, big stories that reporters and editors like to be involved in. But covering the Olympics, like covering the conventions, is hard work and demands long hours. Neither is a vacation."

Although Reich has much support for his belief that the first Summer Olympics Games in the United States in 52 years is more newsworthy, even a sports editor like Hubert Mizell of the St. Petersburg Times says: "You've got to cover the conventions *and* the Olympics. In most people's memory, there's never been (a summer) Olympics in the United States *and* a presidential race at the same time. My paper's committed to an expensive year."

"We put one-time money in the budget to cover those events," says Newsday Editor Anthony Insolia. "In 1985 we won't budget as much travel money as this year.

"It's not a tug-of-war between the sports desk and the people covering politics," says Insolia. "People are not envious about what other departments are doing. We've decided where we have to spend to put out a good paper."

It's difficult to tally costs while they're still mounting, and many editors are reluctant to discuss them anyway, but here are some examples of coverage expenses:

- The Miami Herald figures it will spend $4,000 per person on Olympic expenses for two and a half weeks for each of four credentialed staffers, including Miami-Los Angeles tickets purchased before round-trip air fares doubled to $900.
- Newsday spent $3,751 for installation only of five phones at the Olympics press center.
- The San Jose Mercury News, located near the Democratic convention site and within 365 miles of the center of Olympics activity, has budgeted $68,500 for travel ($16,300 for Olympics, $52,200 for political campaigns and conventions); $15,000 for overtime ($6,000 for Olympics, $9,000 for politics); $8,300 for miscellaneous political expenses and $171,900 for additional newsprint ($60,600 for Olympics sections and $111,300 for politics), according to Executive Editor Robert D. Ingle. The extra newsprint allocations include a four-page-a-day Olympic wraparound section and up to 10 open pages a day during conventions.
- One newspaper group, the Tribune Co. of Chicago, has encountered the following Olympics expenses for the 25-30 people it plans to send to Los Angeles: $12,000 for installation of telephones, $110 for a door on its partitioned office space, $85 for a file cabinet, $6,000 for special AP and UPI Olympic wires, and

$2,500 for use of the Olympic press computer system that will provide printers, terminals and message queues for each credentialed reporter. A main press center parking sticker goes for $300, and a sticker permitting a car to pick up and drop off materials—but not park—at various Olympic sites is $250.

• It will cost $55 to rent a TV receiver for two weeks at the Olympics press center. Rental of a wall clock is $17.50.

• While sophisticated communications equipment like satellites and portable terminals will be commonplace at this summer's events, telephones are still necessary. And while the press center provides telephones, any newspaper or wire service wanting guaranteed access to a phone must pay up to $720 per line, just for installation.

• Campaign trail costs are often estimated at $150 a day or more per person, depending on hotels, but they can easily run to $500-$600 a day; costs of lodging, meals and incidentals at the Olympics are being estimated at $150 to $250 daily per person, with many staffers destined to be doubling up in hotel rooms.

Credentials crunch. Other than costs, the biggest controversy swirling around coverage plans for the Olympics concerns credentials. Of the 8,000 being allocated to the media worldwide, the print press will get only 2,200. And of these, only 400 are being allocated to U.S. news outlets from beyond the host-city area. Newspapers in Los Angeles and three surrounding counties will get part of the additional 300 credentials available to media in the Olympics "backyard."

In contrast, even though as many as 15,000 media personnel are expected at the Democratic convention, applications for credentials to both conventions were still being accepted in mid-March.

The arrangement for the Olympics credentialing dates from April 22, 1983, when a committee of U.S. sports editors met to determine criteria whereby the U.S. Olympics Committee could parcel out the 400 credentials for the American print press.

The credentials committee based its recommendations on applicants' "staffing of past Olympics (excepting boycotted 1980 Games in Moscow), and the paper's prestige, location and size," says Newsday Sports Editor Richard Sandler, a committee member.

The greatest number granted to American papers was seven each to The Washington Post (which asked for 10) and The New York Times (which sought eight).

"Many of the smaller papers had not even applied when we had to make our recommendations," says Sandler. "Sports editors at smaller papers often don't have the time to adequately plan ahead. They're so concerned about tomorrow's paper they can't be thinking about something that's a year away."

AP

Campaign trail is expensive for candidates and the press, too.

For many news operations, the most logical way to deal with the credentials shortage as well as the high cost of coverage—indeed, the way to cover any of this summer's triumverate of Big Events—is to pool coverage with staffs under the same corporate umbrella.

At Knight-Ridder Newspapers, for example, Kent Bernhard, news editor of the Washington bureau, is coordinating the group's pooled political coverage. And Ed Storin, assistant managing editor for administration of The Miami Herald, is heading Knight-Ridder's pooled news team for the Olympics. The group's supplemental wire service, KNT News Wire, will produce special Olympic and political convention service coverage, including items from The Boston Globe and the Tribune Co. Syndicate.

At the Tribune Co. itself, Orlando Sentinel Executive Editor Stephen R. Vaughn, who is overseeing Olympics coverage for the group's daily newspapers, says "there's strength and efficiency in numbers. We decided a year ago to coordinate our efforts and save money by pooling," although the planning recognizes the "major egos involved" when a New York Daily News editor may wind up editing a Chicago Tribune writer's copy.

Tribune Co. also is making extensive plans to pool political party convention coverage. James D. Squires, executive vice president and editor of the Chicago Tribune, will direct the group's coverage of the Democratic convention, while New York Daily News Executive Editor James Wieghart will head its GOP coverage.

Smaller papers. Even as the larger news operations scurry about making last-minute adjustments to carefully crafted convention and Olympics planning, the vast majority of U.S. daily newspapers are planning only to the extent that they will rely on the major and supplemental wire services for coverage.

Malcolm W. Applegate, publisher of the Lafayette (Ind.) Journal-Courier, says on-site coverage is "not our kind of thing. We'd much rather do a better job on local coverage."

Nevertheless, the 37,930-circulation evening paper has an "additional dimension" as a member of the Gannett Co. Inc. group and plans to publish an Olympic tabloid "focusing on the Olympics in general with special emphasis on what is available on local TV," says Applegate.

The Billings Gazette did not apply for Olympics credentials "primarily because of cost," says Editor Wesnick. He conferred with his counterparts at sister Lee Newspapers in Missoula, Helena and Butte, Mont., about sending a political reporter to the Dallas and San Francisco conventions. Again, the decision was not to cover, "primarily because of cost considerations but also because we know we'll be flooded with (convention) material from major wire services."

And for newspapers small or large that only now are beginning to "think Olympics" and may decide to staff the Games, Reich of the L.A. Times offers a hopeful thought: If past history is any indication, there's a good chance that reporters who simply show up at the Los Angeles Games will be granted some sort of recognition as a media representative. □

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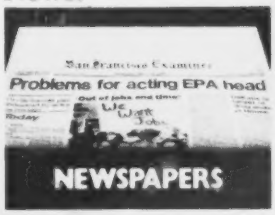

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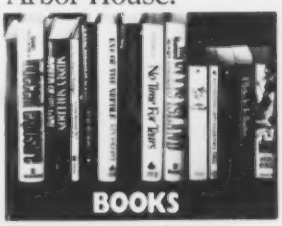

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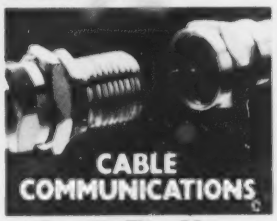

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Can computers collar a camera operator's craft?

BY PAUL KRUGLINSKI
presstime technical writer

In the olden days, before automation and microprocessors moved into every nook and cranny of the newspaper plant, "back shop" camera operators were considered craftsmen, if not artists.

The only calculators they used to reproduce halftones and line work were their brains and their fingers, the only densitometers were their eyes and a scale of gray densities. But with those meager tools they were able to "bump up" a flat, low-contrast photograph just enough to give it some snap when reproduced.

They could produce a reasonable halftone from a color Polaroid print and preserve every square millimeter of a fine-line picture. Using manual, or tray, development, they could process several halftones simultaneously but without sacrificing quality. The only thing they dialed was the telephone, not the controls of a film processor.

Over the last decade or so, however, the darkroom has changed, and so has the role of the cameraman or camerawoman. Now, densitometers determine exposure settings electronically and feed the information into microprocessors contained within the camera. The computers do virtually everything—set the focus, choose the correct filter, give the right exposure and size the reproduced image. And tray development has given way to automated film processors that "soup," fix and dry films simultaneously.

Darkroom equipment sales people often say the devices can do everything that once was done manually. Theoretically, that is true, but in reality, the new technologies have certain limitations.

Robert Goranson, director of advertising for the graphic-arts firm nuArc Co. Inc., points out that today's darkroom staff can produce quality work without the technical expertise that is required of people working in an unautomated darkroom."The person operating these cameras doesn't have to be a technician," Goranson says, but he adds, "that's good and bad."

He and other graphic arts experts say that so long as the operator is shooting fairly standard photographs and line work,

Deborah Stoken operates ANPA's new computerized camera.

the newer technologies lend themselves to faster processing and greater productivity. But if the operator is confronted with a high-contrast or flat photograph, fine-line art or a poor-quality color print, he or she may have to manually override the camera's computer or break out the developing trays again, or both.

"You can take someone off the streets and show them how to use this automated equipment," says John Harrington, ANPA photographer/color specialist. "But what happens when they run into problems? That's the drawback to high technology."

Mark Watt, account executive for Graphic Systems Inc., says: "It used to be you had to have common sense (to be a camera operator). But (employers) don't want to pay a cameraman $30,000 to $35,000 a year. However, there are still instances where you need a craftsman. Computers can't think."

Terry S. Monroe, a technical sales representative for Chemco Photoproducts Co., notes that the newer equipment is designed to improve production without sacrificing quality. If, for instance, the camera operator is unavailable, some other production person can be trained in a relatively short time to do the routine jobs. In certain situations, however, "You need the experience," Monroe says.

Manufacturers of darkroom equipment have been able to automate newspaper camerarooms because of advances in lens, film and chemical technologies over the last decade. The trend is toward use of rapid access-type films that rely less on silver, are faster and allow greater exposure flexibility. And today's developers may be used for long periods of time before being changed.

Additionally, computers now monitor quality control in the manufacture of camera lenses, which thus are more accurate, have fewer imperfections and allow greater latitude in everyday operation.

One of the side benefits of the new technology is that compact verticle process cameras can do the same work that once required space-consuming horizontal cameras.

Allan R. Lewis, technical sales representative for Eastman Kodak Co., says that all of these developments in the aggregate reduce the need for the darkroom craftsman. And as their number dwindles, he notes, the pressure mounts for equipment manufacturers to employ even more advanced technology.

However, nuArc's Goranson believes that some sort of hybrid darkroom technician/craftsman will continue to exist. "Not everyone can afford a $15,000 camera," he observes.

Looking further into the future, Goranson says the darkroom of the next decade probably won't be dark. He is among many technical experts who believe that research and development are moving toward "daylight film and cameras," which will make light-tight rooms unnecessary.

Beyond that, he speculates, computers and scanners will combine the exposure and development processes and eliminate the darkroom altogether.

Ultimately, according to ANPA's Harrington, computers and lasers will make it possible to reproduce a digitized photographic image without using any film at all. □

Vendors sense a seller's market

BY PAUL KRUGLINSKI
presstime technical writer

With more cash at their disposal, because 1983 was a solid recovery year for the newspaper business, many newspaper executives are expected to be making some major spending decisions soon on previously delayed equipment purchases.

As a result, vendors who provide the equipment and supplies for newspapers say they're looking forward to a warm reception at ANPA's Operations Management Conference & Exposition in Atlanta June 9-13.

Many suppliers are downright bullish about their marketing prospects—and for good reason.

"Certainly, newspapers are in a better (financial) position than they were in the last two or three years," says newspaper securities analyst John Morton of Lynch, Jones & Ryan in Washington, D.C.

Because most companies catering to newspapers are either privately held or subsidiaries of larger corporations, comprehensive sales figures are difficult to come by.

But a random sampling of vendors confirms that vendors' sales to newspapers in the last year have increased substantially and that most vendors see even brighter financial times ahead.

Graphic Systems Division (Goss) of Rockwell International Corp. reports that sales of presses for large newspapers are up 40 percent over what was anticipated for this year.

Even press parts and conversion firms, which traditionally do better financially during recession years, are continuing to enjoy good times.

Pathfinder Graphic Associates Inc., primarily a parts manufacturer, says its 20-percent increase in sales last year was about even with sales growth during recession years.

"We're getting a lot of inquiries on heat-set presses from newspapers," says Gordon Etchell, Pathfinder's president. "There seems to be a trend toward increased color (at newspapers) or keeping up with competition."

Plate and platemaking equipment manufacturers—both offset and photopolymer—are reporting higher sales for 1984 because newspapers are printing a greater number of pages and using more color.

An official for Western Lithoplate and Supply Co. points out that offset plate sales for the first half of 1983 were stagnant but have picked up steadily since then. "We're looking for a record year financially and more capital expenditures from newspapers," says Paul R. Joyce, the firm's controller.

Suppliers expect warm reception at June's ANPA trade show.

Western Lithoplate and other offset plate manufacturers say that although plate sales are leading the way, plate processing equipment sales also are up, albeit not as much.

"When advertising goes up," says Tom Shipman, manager/marketing services for NAPP Systems (USA) Inc., "plate sales go up." NAPP, a maker of photopolymer relief plates used in letterpress printing, reports sales are running 12 to 15 percent above levels of a year ago.

He is also bullish on long-term prospects, primarily because of the introduction of flexography into the newspaper business [presstime, Dec. 1983, p. 46].

Shipman says that many letterpress newspapers "are holding tight (on capital expenditures) to see what will happen with flexography."

At Midwest Publishers Supply Co., a supplier of various newspaper products, President James Rezabek reports a 25-to-30-percent improvement in sales over last year, with the "biggest increase in composing room equipment."

Likewise, the McCain Manufacturing Corp., a maker of mailroom equipment, reports a 25-to-30-percent increase in sales. "There's been a complete turnaround from a year ago," says Ted B. Weiberg, vice president/marketing.

Other mailroom equipment makers say they are recouping the drop in sales—generally on the order of 30 to 35 percent—they experienced during the recession.

Custom-Bilt Machinery, for example, also is reporting a banner year. "We are ahead of the first half of last year by 50 percent in orders," says John W. Sokolowski, executive assistant to the president. "Backlog (of orders) has doubled, and shipped totals have almost doubled."

In electronics, front-end system vendors, because of changing market conditions and increased competition, are reporting mixed results.

Systems Integrators Inc., a manufacturer of editorial and classified front ends, topped 1982 sales by 35 percent, according to Controller/Treasurer Robert H. Stratton, and the company expects to maintain a 35-to-45-percent growth rate for the next few years.

Teleram Communications Corp., a manufacturer of portable and remote terminals, says its sales are 20-percent above those of two years ago. But the firm's president, Charles J. Satuloff, concedes that lower-priced portables such as the Radio Shack Model 100 have cut into sales of Teleram's T-3100 portable.

"We're looking at a buyer's market because of the increased competition," says Owen E. McBrien, director of marketing services and application at EOCOM Electronic Systems. "We're seeing the same kind of hardware explosion that happened to the personal computer field. There are a lot (more) options available." □

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ALCOHOL ADVERTISING

The public clamor about drunk drivers could lead to crackdown on commercial free speech

BY MARCIA RUTH
presstime staff writer

Half a century after repeal of Prohibition, a confrontation may be brewing between the First Amendment, which guarantees free speech, and the 21st Amendment, which restored the right to drink.

Fueled by a growing awareness of the danger of drugs and drunk drivers, liquor advertising—over $1 billion annually for all media, almost $100 million for newspapers—is under attack at the local, state and national levels.

What could become a landmark case pitting the media's right to advertise versus a state's desire to protect its citizens from ads encouraging them to drink is expected to be decided by the U.S. Supreme Court this spring.

Oklahoma's assistant attorney general argued before the court Feb. 21 that "we're trying to regulate alcohol; we're not trying to regulate speech." The crux of the case is this: Oklahoma forbids alcohol advertising, except for beer; an opinion by the state's attorney general has exempted out-of-state print media but not out-of-state cable television from the law.

The 10th U.S. Circuit Court of Appeals upheld this application of the law, which is being challenged by cable companies. Newspaper and magazine publishers, as well as broadcasters, have joined the cable companies in urging the Supreme Court to strike down the ban as a violation of commercial free-speech rights and of the First Amendment generally [presstime, Dec. 1983, p. 16].

"This is a media issue," says ANPA Assistant General Counsel Pamela Riley about *Capital Cities Cable Inc. v. Crisp.* "Entertainment and news and advertising are intertwined in such a way you can't ban one without (banning) the other," she adds.

Should the Oklahoma precedent endure, according to the *amicus curiae* brief filed jointly by ANPA and the Magazine Publishers Association, out-of-state newspapers and magazines could be subject to similar restrictions in Oklahoma and elsewhere. "It would be just as impossible to strip liquor ads from, for example, copies of the Kansas City Star, The New York Times or Time magazine . . . as it would be to remove them from Cable News Network programs," the brief states.

Unlike network television, which allows local option for both programming and commercials, cable stations are required by copyright laws and the Federal Communications Commission to transmit most signals intact, including both programming and commercials.

In another pending case, the 5th Circuit ruled that Mississippi's right to enforce the 21st Amendment, which gave states control over alcohol consumption while repealing federal Prohibition, takes precedence over First Amendment rights.

Attorneys representing more than 50 clients from the broadcast, print and outdoor media have asked for Supreme Court review of that decision in *Lamar Outdoor Advertising v. Mississippi.*

As the federal courts wrestle with constitutional questions presented by the laws in Oklahoma and Mississipi, pressure is mounting for governments in some other locales to tighten up on how alcoholic products may be advertised.

"There is a ticking time bomb of proposals at federal, state and local levels and in the courts," says Daniel L. Jaffe, senior vice president for government relations for the American Advertising Federation.

The Federal Trade Commission is considering a petition filed by a non-profit lobbying group, the Center for Science in the Public Interest, on behalf of more than 20 organizations. The petition seeks a ban on all liquor advertising "aimed at young people and heavy drinkers" and a requirement that ads contain "explicit, conspicuous notice that discloses the hazards of alcohol abuse."

The center has also attacked alcohol advertising through a book, *The Booze Merchants.*

Another federal agency, the Bureau of Alcohol, Tobacco and Firearms, plans to issue new alcoholic-beverage regulations by the end of this year, culminating a five-year process that included public hearings. Along with proposals to regulate the use of terms such as "lite," "natural" and "pure" in all alcohol ads, the agency is considering prohibitions against the use of active athletes in such advertising and against ads that portray athletic events where participants are consuming alcoholic beverages [presstime, Feb. 1981, p. 15].

The alcohol-advertising situation also is fermenting in legislative bodies at the federal and state levels.

In Congress, Rep. George E. Brown (D-Calif.) has reintroduced what has become a pet bill for him over the past 10 years. It would prohibit the alcohol industry from deducting advertising as a business expense on federal income tax returns. Other bills including another by Brown, would require warnings to be included on the labels and the advertising for some alcohol products. Brown's proposed warning states: "Warning: Using this product too fast may cause sickness or death; may impair driving ability; may create dependence or addiction; and during pregnancy may harm the unborn."

Capitol Hill observers believe the legislation will remain bottled up in committees at least for the short term.

In state legislatures, proposals over the past year range from resolutions defeated in Massachusetts but still pending in Rhode Island asking Congress to ban all advertising of alcoholic beverages, to proposals such as those killed in Colorado but alive in Wisconsin that would require advertisers of alcoholic beverages to make contributions to programs combating alcohol abuse.

Observers say that on both the state and federal levels, some of this legislative

Within the newspaper business, the prevailing guideline is that if a product is legal, it is all right to advertise it.

activity is directed more at pleasing constituents than at enacting statutes governing what is becoming one of the most emotional issues of the day.

But Jaffe of the AAF cautions, "If the Supreme Court were to uphold state laws banning alcohol beverage advertising, our expectation is we would see accelerated efforts in a number of other states to impose these bans."

Cigarette precedent. Some people draw an analogy between what is now happening to alcohol advertising and what happened to cigarette advertising nearly two decades ago.

One year after the surgeon general's 1964 report linking cigarette smoking and cancer, Congress passed the Cigarette Labeling and Advertising Act, requiring a warning on every pack and ad. In 1971, cigarette commercials were banned from radio and television, and the print warning was strengthened.

The current activity against alcohol advertising is taking place against a backdrop set by the Presidential Commission on Drunk Driving and by Mothers Against Drunk Driving, also known as "MADD."

The Reagan commission reported last year that more than half of U.S. traffic fatalities are "alcohol-related" and urged raising the minimum drinking age nationwide to 21. Although the commission did not get into the advertising fray, MADD has urged restrictions on advertising as one way to curtail alcohol-related traffic accidents.

While those committed to reducing alcohol abuse draw a direct line to advertising, advertisers point to declining beverage sales and the emergence of new beverages as evidence that the ads cause shifts in brand preference rather than an overall increase in the number of drinkers or amount of alcohol consumed.

"I believe that trying to control drunk driving by outlawing the advertising of alcohol makes as little sense as trying to control the Ku Klux Klan by outlawing bed linens," James D. Kuris, executive vice-president of the McCann-Erickson advertising agency, told the Milwaukee Advertising Club last fall.

The AAF has termed the labeling legislation in Congress "another example of trying to solve a complex societal problem through regulating advertising" although "there is no evidence to suggest such an approach would be useful or effective."

Others are worried about the precedent that could be set by regulating first cigarette advertising and then alcohol: Could regulations be applied to some other products opposed by some pressure groups, such as sugar-coated breakfast cereal?

Existing regulations. State regulations based on laws passed by legislatures vary.

Oklahoma and Mississippi, the two states involved in the Supreme Court and 5th Circuit cases, are the only ones that currently prohibit all *in-state* advertising of liquor and wine; they do permit advertisements for beer. Utah prohibits liquor advertising, except in newspapers.

Several states do not allow liquor prices to be listed in newspaper ads, a practice that has been circumvented by some Kansas papers that published prices in editorial space adjacent to liquor ads [pressstime, May 1983, p. 45].

Other states are bucking the apparent trend toward more restrictions on alcohol advertising. For example, about two-thirds of the states now permit newspaper coupons for alcoholic beverages, an increase of more than 10 states over the past few years.

Although there are no restrictions on alcohol advertising equivalent to the federal ban on cigarette ads, a *de facto* ban on advertising hard liquor on network television has proved almost as effective.

Following the repeal of Prohibition in 1933, the alcohol industry established voluntary guidelines banning advertising of liquor (distilled spirits) from radio since 1936, and from television since 1948.

The Code of Good Practice of the Distilled Spirits Council of The United States, or DISCUS, to which 80 percent of the industry belongs, also prohibits liquor ads on the comic pages of newspapers or in religious publications, and bars advertising directed at children below the drinking age or inclusion of material that is not "dignified, modest and in good taste." Wine and beer are not part of the DISCUS code.

Guidelines in the broadcasting industry have been in limbo since March 1982 when the National Association of Broadcasters abandoned its advertising code because of a Justice Department antitrust investigation of an issue unrelated to liquor advertising; but so far, the major networks have continued to exclude liquor advertising on their own.

Print v. Broadcasting. Within the newspaper business, the prevailing guideline is that if a product is legal, it is all right to advertise it.

Despite the fact that the print media have opposed most regulation of advertising as a violation of the First Amendment, they have been the beneficiary of the broadcast industry's hard-liquor ban.

Although newspapers received 8.9 percent of all alcohol advertising in 1982, the last year for which figures are available, its share for hard liquor was more than twice as high, 19.5-percent, according to James X. Koutsikas, a Newspaper Advertising Bureau vice president who oversees alcohol advertising for the newspaper business.

According to figures compiled by Media Records and published in Marketing and Media Decisions magazine, newspapers ran $98.9 million worth of alcohol ads in 1982—$75.3 million for hard liquor, $15.6 million for beer and $8 million for wine.

In all other media that year—including television, radio, consumer magazines and outdoor advertising—the alcohol industry spent $309.1 million for liquor, $406.4 million for beer and $160.4 million for wine advertising, reports Leading National Advertisers Inc., a New York-based firm which measures advertising in media other than newspapers.

Compared with television's voluntary ban on hard-liquor advertising, the federally mandated ban against cigarette advertising on television and radio has had far greater impact on newspapers.

The tobacco industry has turned to the print media and has become newspapers' top source of national advertising. In 1982, there was $313.7 million worth of cigarette advertising in newspapers—more than three times the amount of their alcohol advertising.

Some advertising experts say that federal prohibition against all alcohol advertising in the broadcast media could have a similar financial impact on newspapers and magazines. □

MONTREAL

It's a city of history, style, sensuousness

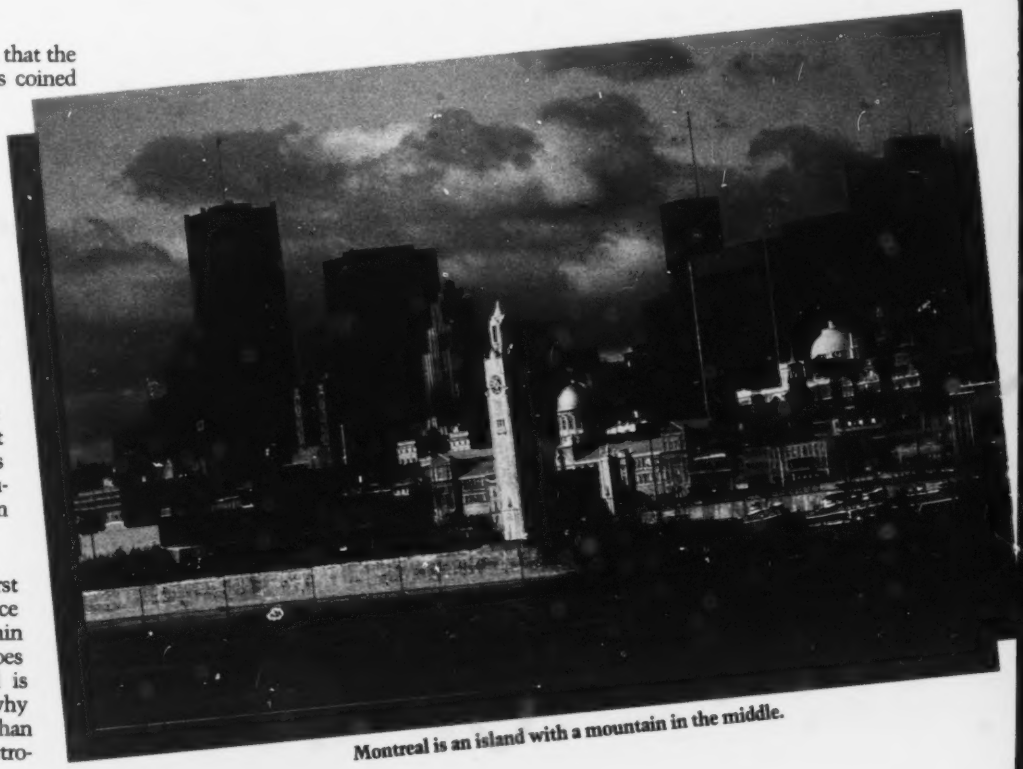
BY NICK AUF DER MAUR

It fits so well, one would think that the phrase *Vive la différence* was coined just for Montreal.

As a visitor wanders around the city, he or she is apt to notice the legend on our car license plates that reads: *Je me souviens* (I remember), the motto of the province of Quebec.

Quebec is one of those places haunted by the past, a source of many of our troubles, but also many of our pleasures and distinctive characteristics.

Montreal is one of those rare North American big cities that evokes a sense of history that goes back more than a couple of centuries. Montreal was founded in 1642.



Montreal is an island with a mountain in the middle.

The Franklin connection. The first American publisher of consequence to come to Montreal was Benjamin Franklin. And his sojourn does much to explain why Montreal is different in mood and texture, why this city developed so differently than other great North American metropolises.

Quebec was the 14th colony, sort of North America's version of the Lost Tribe of Israel—less mysterious perhaps, but perplexing nonetheless.

In 1775, the Continental Congress, perplexed by the fact the 14th colony had failed to join in with the 13 other British colonies in rebellion against the British Crown, dispatched an army under General Richard Montgomery to sieze Quebec.

In Philadelphia and Boston circles, it was expected that this would be a piece of cake because just 16 years previous, the British had captured Quebec from France, and the French-speaking inhabitants should, by reason, eagerly accept liberation from the British yoke.

Montgomery occupied Montreal during the winter of 1775-76 and then attacked Quebec City with another American force led by Benedict Arnold. It was a disaster. Montgomery was killed, and Arnold, with a bullet wound in the foot, retreated to Montreal where he became military governor.

Benjamin Franklin, who spoke fluent French and had previously visited Montreal when he set up post offices for the Crown, was sent by the Continental Congress to find out why the Canayens (as French Canadians were then known) had not greeted the American troops as liberators and not joined in the uprising.

It was simple, really. Quebec was one example where the British Empire had adopted policies of enlightened self-interest. Unlike its Irish policy, its Quebec policy was designed more or less to win over the hearts and minds of the conquered people. There were, for example, French religious and linguistic guarantees.

For French Canadians, that seemed like a better deal than that offered by the large melting pot developing to the South. Also, the British merchants in Quebec didn't care for much competition.

Franklin sent for a French-speaking Philadelphia printer, Fleury Mesplet, and his press to put out propaganda tracts. Unfortunately, by the time Mesplet arrived, Franklin and Benedict Arnold had decided the cause was hopeless and retreated.

Mesplet was left behind with his printing press. After a brief time in a British stockade, he was freed. And in 1778, he

Auf der Maur is a columnist for The Gazette in Montreal and a city councilman.

There's constant activity at Complexe Desjardins, a central city shopping and dining area.

founded The Gazette of Montreal.

We are all grateful for this generosity by the Continental Congress, possibly the first instance of American foreign aid.

Later development. And so, Montreal's future as the second-largest French-speaking city in the world was assured. Thereafter, Montreal developed much along the lines of the other Eastern seaboard cities.

A great port, a commercial rival of New York City at the turn of the century, at the center of a flourishing industrial and manufacturing region. A gateway city for the great migrations from Europe. A bilingual, cosmopolitan city.

The English-speaking merchant and banking classes grew rich as Montreal oversaw the building of the vast interior of Canada.

At the turn of the century, Montreal's fabled Square Mile was said to contain more millionaires than any equivalent area in the world.

Along the way, Montreal developed a reputation as a somewhat wicked city: the only major city on the continent never to suffer prohibition, a major part of the vaudeville circuit, home of Lilly St. Cyr, a city whose life in the 1920s, '30s and '40s was every bit as raunchy as life described by Damon Runyon.

As the United States sat out the first years of World War II, Montreal became the major transshipment point of supplies to England, and its industries solidified and flourished, ready to accept the post-war wave of immigrants. The '50s and '60s were the fat years, climaxed by Expo 67, described by some people who aren't even Montreal municipal chauvinists as the best World's Fair ever.

Political environment. Those were also years of great political ferment—a period of political modernization as reform winds swept through Quebec and Canadian institutions, in the process laying the groundwork for social democracy along Western European lines.

To understand Montreal, one must understand a bit about our politics, something that is taken fairly seriously.

English historian Arnold Toynbee wrote that at the end of the world, there would only be two races left—the Chinese and French Canadians. He understood the central notion that has predicated the whole history of French Canada—*La Survivance*, the survival of the French culture and language.

In the days when Quebec was more Roman Catholic than the Pope, survival was assured by the simple expedient of having the highest birth rate in the world.

Quebec has now become very secular. The state has replaced the church as custodian of *La Survivance*, a matter that perhaps oversimplifies but nonetheless explains our politics and the current of nationalism that is always there. And Montreal has most often been the focus of that concern.

It is the one major city in Canada where the country's two official languages coexist. The city is roughly two-thirds French and one-third other, the polyglot English-speakers. The six-million-population province as a whole is 80 percent French.

This binational character sometimes makes for political tensions and conflict, but it also makes for vitality and creativity.

A city with style. Every city has a certain imagery. Chicago, for example, is a man, a hog butcher or whatever. Montreal is definitely a woman, and the word that most aptly fits this city is sensuous.

Living in Montreal is a treat. It was designed with the functions of living in mind—eating, strolling, drinking, carousing, reading, singing and the like.

Naturally, all cities are supposed to be that, but some are more successful than most. Montreal is one of the very successful ones.

The mood and feel of the city varies from one neighborhood to another, but mostly you are always conscious that you are in Montreal. It's not easy to confuse it with another city.

Montreal has a mythical dividing line, which we sometimes jokingly call our Green Line, called St. Lawrence Boulevard or The Main in the English vernacular. It divides the predominately French East End, from the predominately English West End.

The people that populate the neighborhoods astride The Main tend to be the "in betweens"—the Greeks, the Portugese, the Chinese, the Italians, etc.

But despite the linguistic divisions that one might think would necessarily lead to a schizophrenic character, Montreal has a remarkable wholeness to it.

People make comparisons with San Francisco or New Orleans, but the flavor is all its own.

Montreal has its unique physical characteristics—it's an island, there's a mountain in the middle that overlooks downtown—but its essence is really to be found in that undefinable thing called style.

Somebody once said that the essential difference between Montreal and its rival, Toronto, is that in Toronto they say: "Thank God it's Monday."

Montreal has a weekend feel to it all week. Not a dull weekend, but a lively, exuberant high-time weekend. □

- **Convention program, p. 74**
- **What to do in Montreal, p. 77**

Symbols of independent journalism

Anna Maria Islander
FLORIDA

AVON PARK SUN
FLORIDA

The Banner-Independent.
BOONEVILLE, MISSISSIPPI

CLAIBORNE PROGRESS
TAZEWELL, TENNESSEE

THE DAILY Comet
THIBODAUX, LOUISIANA

The Daily Corinthian
CORINTH, MISSISSIPPI

Daily News
MIDDLESBORO, KENTUCKY

DAILY WORLD
OPELOUSAS, LOUISIANA

THE DISPATCH
LEXINGTON, NORTH CAROLINA

Gainesville Sun
FLORIDA

The Golden Gate Eagle
NAPLES, FLORIDA

The Harlan Daily Enterprise
HARLAN, KENTUCKY

HOUMA DAILY COURIER
LOUISIANA

Lake City Reporter
FLORIDA

The Ledger
LAKELAND, FLORIDA

Leesburg Commercial
FLORIDA

Lenoir News-Topic
LENOIR, NORTH CAROLINA

EAGLE
FLORIDA

The Messenger
MADISONVILLE, KENTUCKY

News-Leader
FERNANDINA BEACH, FLORIDA

The New York Times
NEW YORK

OCALA STAR-BANNER
FLORIDA

Palatka Daily News
FLORIDA

Sarasota Herald-Tribune
SARASOTA, FLORIDA

The Sebring News
FLORIDA

STATE GAZETTE
DYERSBURG, TENNESSEE

Times-Daily
FLORENCE, ALABAMA

The Times-News
HENDERSONVILLE, NORTH CAROLINA

WILMINGTON Morning Star
NORTH CAROLINA

YORK COUNTY COAST STAR
KENNEBUNK, MAINE

THE NEW YORK TIMES COMPANY

Journalism administrators feel frustrations, leave posts at rapid rate

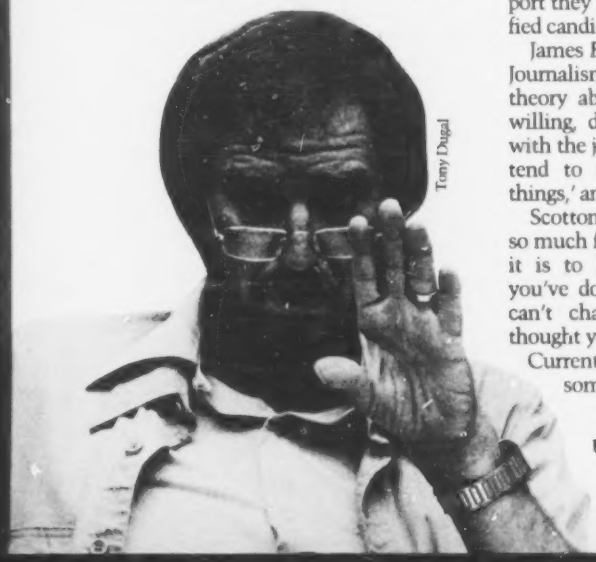
BY MARGARET GENOVESE
presstime staff writer

Kenneth Starck, director of the School of Journalism and Mass Communication at the University of Iowa, announced last September he wanted out of his job. He had been head of the program for nine years. "During the sixth and seventh years, the enrollments started going up, and the resources either remained constant or at least didn't keep pace with some growing demands," he explains. "Gradually, I guess a frustration factor set in, combined with my natural desire to return to the classroom."

Although he would have preferred to return to teaching at the end of the fall semester, Starck said he would stay on as director until the end of this academic year. Later, he was persuaded to remain in that position until the end of next year to see the school through its bid for reaccreditation.

As an academician planning to call it quits as a journalism administrator, Starck has lots of company.

One journalism school that last year was searching for a new dean found that at least 13 other journalism programs in the United States were similarly engaged.



Tony Dugal

University of Iowa's Starck is returning to the classroom.

This would seem to back up the notion that the turnover rate among journalism deans, chairmen and directors has been unusually high lately. Observers say the job simply has become increasingly onerous, rigorous and frustrating.

"I think a lot of qualified people don't get into it these days because the rewards don't outweigh the dissatisfactions," says Del Brinkman, dean of the William Allen White School of Journalism at the University of Kansas.

"There is not a very large pool of people who can provide . . . intellectual, academic and professional leadership . . . and who want to be administrators," says Everette E. Dennis, dean of the school of Journalism at the University of Oregon.

Dennis, president of the Association for Education in Journalism and Mass Communication, also cites other reasons some schools find it difficult to fill administrative vacancies: faculties' fuzzy ideas of what kind of person they are looking for and their unrealistically high expectations. "Many schools start out thinking they want Walter Cronkite," he says.

However, several schools that recently conducted searches for administrators report they did not lack for interested, qualified candidates.

James F. Scotton, dean of the College of Journalism at Marquette University, has a theory about why some people are still willing, despite the hardships associated with the jobs, to give it a try: "You always tend to think 'I could change certain things,' and often can."

Scotton says the larger problem is not so much finding people to fill vacancies as it is to keep them once hired. "After you've done it," he says, "you find you can't change as many things as you thought you could."

Currently, Marquette is looking for someone to replace Scotton, who is stepping down this spring after six years as dean.

Short tenures. There was a time when deans typically stayed on the job for 20, 25 or 30 years, says Benjamin H. Baldwin, chairman of the search committee at the Medill School of Journalism, Northwestern University. "I think it is possible those days are gone," he adds.

One study of the administrators of accredited journalism programs found that slightly more than half had three or fewer years on the job.

The study was conducted during the 1981-82 academic year by University of Oklahoma journalism professor Bob J. Carrell, and a report on it was presented at the August 1983 meeting of the Association of Schools of Journalism and Mass Communication. "Academic administration, particularly in journalism and mass communication units, has become a very difficult career," says Carrell, himself a one-time administrator.

There are several reasons why this is so, the professor says, but he believes it is primarily because education budgets have been static or declining at the same time that journalism enrollments have been rising and technology advancing in the communications industry.

"You bat your head against that brick wall, and you finally decide someone else should do this," Carrell says. "You get tired." The frustrations may be greater on campuses where the journalism program is not free-standing but is within a college of liberal arts, he adds.

The situation at the University of Iowa's School of Journalism and Mass Communication, a part of the College of Liberal Arts, fits that profile.

"It seemed that our school wasn't getting the response that I deemed appropriate from the central administration of the

university," says Director Starck. "I thought that somebody else in this position might be more effective than I was. After nine years, a little bit of inertia or something sets in."

Starck had fought unsucessfully for an enrollment cap for undergraduate journalism majors, whose ranks swelled from 382 in 1978 to 819 this year with no concomitant increase in faculty. After Starck announced his resignation, the university agreed to a cap.

Even if a journalism school is autonomous, it can have financial problems that directly affect its ability to retain and attract administrators.

The University of Missouri went through two search cycles before landing a dean last year. Professor Donald J. Brenner says the three finalists originally selected by his search committee withdrew from consideration, and the school's financial situation was a big factor. "Our financial problems are more severe than almost anyone else's" because the state historically has not supported education well and because the state as a whole has gone through a difficult money crunch, he says.

More recently, the University of Washington has run into difficulty finding a permanent successor to Don R. Pember as director of the School of Communications. Lance Bennett, whose search committee is now in its second year, told **presstime**, "the list of candidates is not very large, and the job is a very demanding one."

Money and teaching. Pember, who became director in 1980, stepped down last September. He cites personal reasons for his decision. "I'm a teacher and a writer and I love to do those things. Academic administration is really antithetical to that. . . . I simply did not like the job."

Pember says money was not a factor in his decision, but suspects it might be a reason for others' decisions to leave—or not take—administrative positions. "You don't get rich, and quite honestly quite a lot of us in higher education supplement through consulting and writing," he says. "I am a writer, and being an administrator interfered with that."

A recent study by ASJMC of 44 administrators of accredited journalism programs found that professors' salaries average 83.5 percent that of administrators. However, the study noted, administrators salaries were reported for a 12-month period; faculty salaries were for a nine-month period.

The study added that "administrators may be required to perform official duties beyond the scope of regular faculty assignments and to reduce their research, publication, and consulting activities. Indeed, the data indicates, when nine- versus 12-month periods are equalized, many faculty members receive proportionally larger salaries than administrators."

M. Leon Lopez

Adminstrators' salaries ranged from a low of $25,595 to a high of $67,200, the study said, with the average salary in the $44,000 to $45,000 range.

"Salary is often not the primary factor that attracts people to administative positions in higher education," says Marquette's Scotton. "However, after the early glow wears off and the grind becomes apparent, it probably has a lot to do with the decision to continue on or revert to the academic life."

Scotton believes administrators should periodically take a break from administration and return to teaching, anyway. "I really do think there should be a point where an administrator should go back to the well, so to speak."

Dwight L. Teeter, chairman of the Department of Journalism at the University of Texas in Austin, is one who is looking forward to returning to the classroom and scholarly research when he steps down after this academic year. "I am sort of burned out," he says. Teeter is in his seventh year as an administrator at Texas and previously served in a similar capacity at the University of Kentucky.

Other career paths. Not everyone who leaves an administrative post in journalism goes back to teaching and research.

For example, Edward P. Bassett left the School of Journalism at the University of Southern California in 1980 to become editor of the Statesman-Journal in Salem, Ore. [**presstime**, Sept. 1980, p. 23]. Last February, he decided to return to academia, accepting a call from Northwestern to succeed the Medill School's dean of the previous 27 years, I.W. Cole.

At the University of Wisconsin at River Falls, Lorin R. Robinson last year left the chairmanship of the department of journalism—a position he had held for 10 years—to become assistant dean of the college of arts and sciences. He says it was a case of becoming tired of what he was doing and wanting to move up the administrative ladder and salary scale.

Some journalism administrators move laterally from one program to another. Robert O. Blanchard, for example, has been dean of the School of Communication at American University in Washington, D.C., director of the School of Journalism at Pennsylvania State University and currently is chairman of the journalism program at Trinity University in San Antonio.

Unlike Pember of the University of Washington, who views journalism administration as "a short visit to purgatory," Blanchard describes his situation at well-endowed Trinity in heavenly terms.

Then there are those journalism administrators who stay on at the same school.

"It's been enjoyable," says Albert T. Scroggins, dean of the College of Journalism at the University of South Carolina for the past 19 years and successor to Northwestern's Cole as "dean of the deans." Scroggins says his program has "very fine support from the university."

Another veteran is Neale Copple, for 17 years the dean of the School of Journalism at the University of Nebraska. "Nebraska has been a growing school both in quantity and quality," he says, "so the challenge, the opportunity to do things and be excited about it have continued to be there."

But Copple says, and Scroggins agrees, that in recent years it hasn't been "as much fun" being an administrator. "Campuses have changed, and pressures have grown," he observes. □

How They Sent The News

In 490 B.C. the Greeks sent a junior account executive racing from Marathon to Athens with news of their victory over the Persians.

That runner became the first public relations person to give his last breath for his client.

Somewhat later—during Elizabethan times—Londoners relied on the town crier to bring them the good news.

But when the town crier got laryngitis, no news was good news

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An editor defends the system of J-school

ACCREDITATION

The Accrediting Council on Education in Journalism and Mass Communications will consider this month a proposal to revise the standards by which it evaluates college journalism programs. To get his perspective on some of the proposed changes and on other issues in journalism accreditation, presstime staff writer Margaret Genovese interviewed ACEJMC President Joseph W. Shoquist, who is managing editor of The Milwaukee Journal.

presstime: In the first draft of its proposal, the standards revision committee (chaired by James W. Carey, dean of the College of Communications at the University of Illinois) recommended retaining, for news-editorial students, the so-called 75-25 rule on the ratio of liberal arts to journalism courses, but making its administration more flexible. And it recommended loosening the 75-25 requirement for students in advertising, broadcasting and public relations. Do you agree with that recommendation?

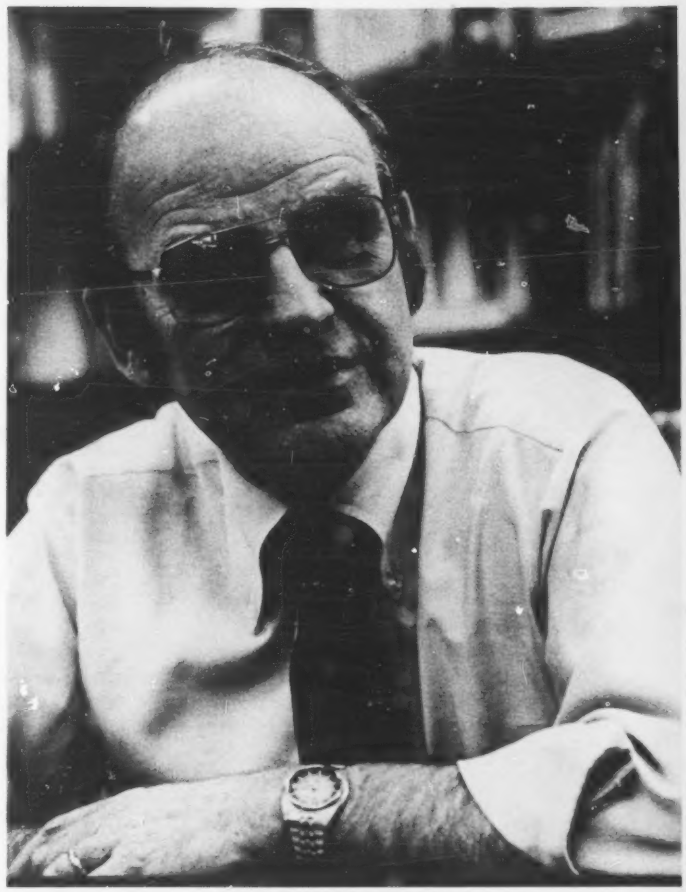
Shoquist: First, I agree with the general direction that resolution proposes to go. That proposal is not necessarily the way it is going to end up in our standards when the rewriting is completed. I think there are some special problems for advertising, public relations and possibly broadcasting in terms of support courses students in those fields need to take. They aren't necessarily journalism courses, but they are courses in, let's say, business or technical courses for people in broadcasting that might be discouraged by the present suggestion that 75 percent be heavily in liberal arts.

What the council is trying to do now is make it possible for students to get these supporting courses on the fringes of journalism, or just outside of journalism in some cases, that they feel are needed, especially in those fields. Generally, though, the council is determined that approximately one-fourth of a student's education should be in journalism and three-fourths in other departments of arts and sciences.

Q. The committee also recommended doing away with sequence accreditation in favor of accreditation of the journalism/mass communication unit as a whole. Your views?

A. The Carey committee's recommendation in that regard is an attempt to recognize the changing nature of journalism and of journalism education. Journalism has become more diffuse, and the specialties in journalism are not as clearly distinct as has been the case for so many years. The emerging new forms of electronic journalism—cable and other information systems—cut across several different lines, across the sequential approach to journalism education. Many students going out into this field now and in the future are going to have to be prepared to work in one or several of these specialties, and journalism education is starting to reflect that change now.

I think if the council does make such a change—decides not to just accredit sequences as we have done—it will be, in a sense, pointing the way. There is considerable support for this change among journalism educators and professionals who recognize that education needs to meet new demands, new challenges. There is some feeling that because accreditation has been so closely tied to sequences, it tended to perpetuate the highly specialized approach to journalism education. We don't want to inhibit innovative education. We want to encourage and help education to change as needed.



Joseph W. Shoquist

Q. There are about 241 schools of journalism and mass communication in the United States. Yet, only 81 are accredited by ACEJMC. Why aren't more schools accredited, and does the fact that only about a third of the schools are accredited bother you?

A. It doesn't bother me at all. It's logical to assume that not all of the journalism programs in the United States have attained the kind of level of performance that would enable them to meet our standards. Many of those 240-some journalism programs are small, emerging or developing programs that do not have sufficient faculty, resources or student interest to meet the standards that have been established by industry and education.

Of course, there also are some schools that don't care to be accredited. Accreditation is entirely voluntary. If approximately one-third of the schools of journalism or journalism programs in the country meet the high standards established, that's to the credit of journalism education. There is concern among some educators that too many schools are accredited, that the distinction of being an accredited school is diminished somewhat by the growing number of accredited programs. I don't share that view, either.

Q. Do you think that newspapers, when hiring, pay any attention to whether the applicant graduated from an accredited journalism school? Should they?

A. I don't think they pay much attention. Perhaps they should be cognizant, at least, of accreditation. I think it's not as direct and obvious as that. Most of us editors hiring from schools of journalism evaluate the schools themselves according to what we know about them. We may reach our opinions about a school simply by first- or second-hand knowledge, or the fact that a school is accredited may have come to our attention. What is important is that the schools themselves recognize what they need to measure themselves against in terms of standards that are agreed upon.

Q. The representatives on the council from industry organizations outnumber educators by almost two to one. Last year, the council revised its policies to provide for voting parity between the two groups if it is requested. Do you think the council has gone far enough to alleviate the concerns of educators over the imbalance?

A. Yes, I think we have taken the steps necessary to assure that there is equality in voting whenever that would appear to be a matter of importance. Those of us who have been on the council for a while don't feel that members vote according to whether they represent an educational organization or an industry organization. Most journalism educators, of course, have professional experience or background; and a few of us in the professional field have backgrounds as teachers or professors of journalism. Ideally, and especially because of some outside criticism, it would be best if we had an equal number of educators and industry respresentatives. We can do that. But it would mean a much larger council, a more expensive, a less efficient council.

Q. Last October, you appointed a committee to raise funds to support the council's work. Why has it become necessary to go into fund raising?

A. It has become necessary because we don't raise enough from our regular sources to meet all of our expenses. Our funds, with very few exceptions, have come from the fees charged to schools that seek accreditation or reaccreditation and donations by the member organizations of the council. We are reluctant to charge schools more than they currently pay to be examined for accreditation. In most cases, it's a matter of several thousand dollars. Journalism schools, like all educational institutions, don't have a lot of money.

We conceivably could charge the member organizations more to belong to the council than we do. The amount of money that members pay now is voluntary and it varies considerably from a few hundred dollars to $5,000 per year. Some of the professional organizations don't really have any money. My own, AP Managing Editors Association, doesn't charge its members dues at all and really has very little resources of its own. It does support ACEJMC well, relative to other organizations, but it's essentially a poor organization in terms of money. That's true, I think, of others. We've done all right. We've managed to meet our expenses; last year we received a substantial grant from Gannett Foundation and are going to get money from Gannett Foundation again this year. We deeply appreciate it.

Q. Last year, the U.S. Department of Education found that the council failed to meet some of its criteria, renewed its accrediting authority for only two years instead of four years, and requested a report in one year on actions taken to correct the deficiencies. What progress has ACEJMC made in this regard?

A. We have corrected all of the deficiencies cited by the Department of Education, and we have so informed the department. DOE cited one area in which we did not comply with their criteria, and there were five others in which they said we are in "potential compliance." You can read that another way and say perhaps we were in potential non-compliance. We addressed ourselves to all six of these specific matters. The council voted at its fall meeting changes that enable us to meet all of these requirements.

Q. Is the future of ACEJMC in jeopardy because of the highly publicized actions of three schools—Boston University's loss of accreditation and its subsequent criticism of the council, Northwestern University's termination of a visit of an accrediting team to campus, thereby ending its relationship with the council, and Michigan University's decision not to seek reaccreditation for its graduate program?

A. Not at all. The desire to be accredited is stronger than ever. We have more applicants for accreditation now than we ever had—accreditation and reaccreditation. There always have been some schools that have lost accreditation or decided not to seek reaccreditation. Either their program changes, or for whatever reason they choose not to be reaccredited. And, always, some have either lost accreditation altogether or lost some accredited sequence.

Q. You assumed the presidency of the council at a time when it was under fire. Why did you seek the position?

A. I sometimes wonder. I feel an obligation to journalism and journalism education. I believe in journalism education, and I think that we people in the field need to do what we can to help journalism education meet our needs and meet the needs of the students. Journalism has been good to me. I have a fine and satisfactory career, and I feel I owe something in return. It is a public-service calling. God knows, I don't need the work.

Q. What do you see ahead for ACEJMC?

A. The council is clearly undergoing change. I think many would say needed change, and that's no reflection in any way on the council as it has operated in the past, in my opinion. Times change, journalism changes, journalism education changes. And, of course, the council must change with them. I think we will see ACEJMC in more of a leadership role in journalism education and better equipped, with the changes that are in the offing, to help schools be progressive and innovative and creative in meeting the challenges of changing times. □

NEWSPAPERS MOVE TO TMC

as competition steps up battle for Everyman

BY C. DAVID RAMBO
presstime staff writer

Not too many years ago, it made little difference to newspapers who their non-subscribers were. Many didn't even know who their *subscribers* were. But the facts of publishing life have changed. Because of advertisers' demands, newspapers today are going all-out to reach all the marketplace—or particular segments of it—not just those who choose to buy the regular paper.

This thrust is known as total market coverage, TMC for short. It has taken off throughout the newspaper business like few other marketing developments ever have.

"The result has been a variety of TMC programs, some mailed, some carrier-delivered, some mailed third class, some mailed second class," says Terry E. Brennen, who has set up a number of daily newspapers' TMC programs. "Some are weekly, some monthly, some with a wrapper, jacket or publication of some kind, some without, some offering large zones, some offering small zones."

There are few statistics to document the extent of this activity. One of the most revealing studies, conducted last year by the International Circulation Managers Association, indicated that about three of every four U.S. dailies had a TMC program. Less than half of those responding to a similar survey in 1980 were offering one.

Moreover, the 1983 findings revealed that almost all respondents expect to have a TMC program by 1985.

Why are newspapers aiming TMC projectiles at multiple targets?

In their formative years less than two decades ago, TMC products were a response to the competitive challenge posed by free-circulation papers commonly called "shoppers." But the more recent and more dramatic surge followed the drift away from newspapers and toward direct-mail firms of some big-dollar advertisers, particularly those who like to put their messages in colorful, preprinted circulars.

Two conditions contributed mightily to this drift. First, the gap between paid circulation and households widened. In the 1960s, it was common for U.S. penetration ratios—daily circulation sales compared with the number of households—to exceed 100 percent. By 1982, that penetration had dropped to 74 copies per 100 households. (See graph, p. 27.)

The second condition was the U.S. Postal Service's decision to court volume business from companies like Advo-System Inc., the nation's largest direct-mail firm, which has become the *bete noir* of the newspaper industry. Advo and a few smaller direct mailers took advantage of relatively low third-class rates to offer advertisers a marketing bargain that newspapers found hard to match.

TMC programs are an attempt by newspaper publishers to compete with the Advos of the world.

And even with the ICMA survey suggesting nearly complete TMC participation by next year, nobody in the newspaper business expects the fight against direct mailers to subside. In fact, it is likely to intensify.

Brennen, who once worked for Advo, predicts that a monthly national "marriage mail" program, in which two or more advertising preprints are united and mailed as a single third-class piece, will be distributed twice monthly by the end of this year. In fact, he says the program, known as Network Mail and operated by Advo and its parent company, Blair Marketing, could lead to weekly distribution of a "54-million-circulation, national, direct-mail-oriented shopper." He adds: "What's to stop them from being a daily? Nothing. And I'll tell you, that's going to happen."

The record to date. Such a development could serve as the pivotal test of the effectiveness of newspapers' TMC endeavors.

So far, newspapers have had mixed success. On the positive side, nearly all of about two dozen newspaper executives interviewed by presstime said that with their TMC programs they have succeeded in staunching the flow of preprints to direct-mail firms. Many also said they have been able to recoup some accounts that had slipped into competitors' hands.

Those claims are borne out by growth in expenditures for preprints carried by newspapers. According to the Newspaper Advertising Bureau, preprint expenditures (including production) amounted to $2.517 billion in 1982, compared with $1.39 billion in 1978.

Stated in percentage terms, preprints have risen during the period from about 11 percent to 14.2 percent of total newspaper ad expenditures. And despite the corresponding decrease in the percentage of expenditures derived from run-of-paper advertising, ROP has been gaining steadily in dollar terms—from approximately $10.8 billion in 1978 to $15.1 billion in 1982 and $18.6 billion in 1983, according to figures supplied by NAB. ROP linage also was up in 1983 by roughly 5.2 percent. The previous year it was down 3.7 percent.

There has also been a significant increase in expenditures by preprint advertisers in Canadian daily newspapers, most of whom now have TMC products, according to a 1983 study conducted by the Canadian Daily Newspaper Publishers Association. Although there is some direct-mail competition in Canada, there is no such creature as shared or marriage mail.

For many newspapers, the decision to go into total market coverage was based on a defensive strategy that sought to keep the competition from grabbing the entire preprint business. But some newspapers report they have managed to turn a profit with their TMC in a fairly short time.

As an added bonus for publishers, most all TMC products seem to have had a tantalizing effect on a considerable number of non-subscribers, converting them into regular readers of the paid newspaper.

Other programs have not worked as well. They have had limited, if any, success in meeting competition and may have

weakened the newspaper company by draining financial and human resources. A good number of programs have been revised since inception in attempts to hit on a mix of services that will appeal most to advertisers. Some TMC programs have been suspended simply because they weren't worth the effort.

Operational difficulties aside, the very concept of TMC has generated controversy. One school of thought is that newspapers are relying too heavily on free-distribution publications to protect their bottom line—that insufficient effort is being made to sell ROP advertising. Another criticism focuses on the new and growing practice of mailing TMC products via sacred second-class mail instead of the same third-class category available to direct-mail competitors.

Third-class mail itself is a subject steeped in current debate. In a complex rate case now before the Postal Rate Commission, ANPA has asked for generally higher third-class charges, saying current ones are unfairly low. Direct mailers vigorously deny this. (See story, p. 42.)

TMC programs also have generated antitrust lawsuits—one of which resulted in a judgment for a shopper publisher—and there is the omnipresent threat of others being filed. There even is a brouhaha over the nickname "TMC" itself.

TMC growth. Besides third-class mail rates advertisers found favorable and the decline in newspaper penetration they found unfavorable, there was a third factor giving impetus to direct-mail and TMC programs: the 1980 Census.

Brennen, currently director of marketing for a videotex project of McClatchy Newspapers in Sacramento, Calif., says the census yielded data with which retailers could define market demographics down to the ZIP-code level. Newspaper marketers have deemed it desirable to organize subscriber/non-subscriber lists accordingly, although many papers have been slow in doing so, he says.

One company that is very familiar with directing marketing efforts at particular ZIP-code areas is Hartford, Conn.-based Advo. About four years ago, Advo used that expertise to launch its program of marriage mail. (See story, p. 28.) The effort met with success, especially in four Midwestern states—Indiana, Kentucky, Michigan and Ohio—where the huge discount department store chain K mart last summer shifted its mid-week preprints from newspapers to Advo.

K mart's decision jolted the newspaper industry and undoubtedly prompted more than a few fence-sitting publishers to take the plunge into total market coverage.

Brennen describes today's multifarious TMC offerings as a "hodge podge . . . almost as great as the number of newspapers starting such systems."

For example, the program of the Bucks County Courier Times in Levittown, Pa., consists solely of a direct-mail service in which individual preprints are sent any day via third-class mail to non-subscribers, says Publisher Grover J. Friend. He says the circulars can be targeted to specific ZIP codes.

Oklahoma Publishing Co. of Oklahoma City, which publishes The Daily Oklahoman, mails single or multiple preprints also via third-class but on a weekly basis. Delivery can be targeted to specific areas or to cover the entire metropolitan region, says Advertising Director Gates E. Oliver. "We can offer whatever they want."

"What's to stop (Network Mail) from being a daily? Nothing. And I'll tell you, that's going to happen."

Terry E. Brennen
TMC expert

Unlike the Bucks County program, the one in Oklahoma City tucks the preprints inside an editorial "jacket" featuring articles about food. "We did some research to find what would keep them (recipients) from throwing it in the garbage," Oliver explains. "Food is the thing that appeals to everybody, whether they're subscribers or non-subscribers. Everybody has to eat."

Despite the different approaches, both programs have been successful in preserving their preprint business, executives of the two companies report.

Some other TMC variations include:

- The Wapakoneta (Ohio) Daily News publishes a weekly shopper with light, syndicated editorial matter mailed third-class to all non-subscribers, says Publisher L. R. Shaull.
- The San Jose (Calif.) Mercury News once a week offers "pure marriage mail" sent third-class under the name "Home Plus." In addition, the newspaper offers TMC through six zoned, free publications mailed second-class. These publications, which carry community news gathered by a separate news staff, also are delivered as part of the paid daily, according to Louis E. Alexander, assistant retail advertising manager. "We perceived an opportunity to localize our editorial and advertising products and went after that opportunity," he says.
- Newsday of Long Island, N.Y., publishes a TMC weekly called Newsday Extra that is carrier-delivered. David Targe, executive vice president-marketing, attributes Newsday's strong paid-circulation growth in large measure to the free publication, which he says establishes a good relationship with non-subscribers. Like most other executives, Targe says it is not possible to say how many new subscribers have been picked up as a direct result of TMC, but he estimates the number is a substantial part of the total.

The down side. Despite the proliferation of TMC publications, some newspapers have chosen not to join in the rush. Some haven't been forced into it yet by competitive pressures. In other cases, newspapers continue to enjoy relatively high penetration of their markets. An example of the latter situation is the Schenectady (N.Y.) Gazette, which reaches 75 percent of its city zone. "There isn't too much left to cover,"

says Circulation Manager Ernest R. Grandy.

Beyond the particular circumstances that might keep a newspaper out of total market coverage, some people in the newspaper business raise fundamental questions about the concept, such as costs associated with it.

Katharine Graham, chairman of The Washington Post Co., said at the 1983 annual conference of the Audit Bureau of Circulations that TMC "may not be a totally satisfactory solution" to satisfying advertiser needs. "For one thing, it is expensive to develop and maintain. For another, it is not as profitable as ROP. Moreover, as costs, prices and competition increase, it may be difficult to convince advertisers to foot the bill for TMC as well as regular advertising."

Graham advocates improving the daily newspapers as the best long-term way to ensure a healthy newspaper. "It's up to us to deliver quality as well as quantity," she says. "I think a quality product is the best way to develop, keep and satisfy the kind of customer all advertisers want. Quality attracts quality."

Graham gets few arguments there. But Thomas P. Sexton, advertising manager of The Sun in Lowell, Mass., also says that, realistically, a newspaper must strive to improve ROP performance *and* capture its share of the preprint market.

"You've got to do both," he says. "As long as the preprints are out there, you've got to get your share. . . . If you don't do it, you're going to lose" an important part of the market.

Postal issues. About one fact there is no dispute: The U.S. Postal Service is a key player in the contest between newspapers and direct mailers. According to the 1983 survey by the International Circulation Managers Association, 71 percent of responding newspapers used the mails for their TMC programs, whereas ICMA's 1980 survey showed that most were relying on their own carriers.

Even though so many newspapers, like direct mailers, now use third-class for mailing their TMC products, the industry's position is third-class rates are too low and should be raised. "If you look at the big picture, you see that while those third-class advertising mail rates are low, first-class rates have been spiraling upward at a dizzying pace," says Otto A. Silha of Cowles Media Co., chairman of the Joint Postal Task Force formed by ANPA, NAB and the National Newspaper Association.

Not all newspapers subscribe to that position, however. For instance, The Montana Standard of Butte recently folded a third-class TMC operation in Bozeman, about 90 miles away, because the third-class postage costs were perceived as prohibitively high. "Unfortunately for us, the amount of effort that we had to contribute to it every week was in excess of the money we could make," says Publisher Donald W. Berryman.

A second controversy swirling around the Postal Service involves the detached mailing labels used in the delivery of marriage mail. The newspaper industry task force maintains that the postcard-like address labels get a free ride inasmuch as no separate postage is paid for them, and that sometimes they arrive at households on different days than the marriage-mail materials. To remedy the latter situation, USPS recently issued rules requiring the detached labels to carry a message asking recipients to notify the post office whenever it happens.

ANPA has asked the Postal Rate Commission to review the use of the labels. Advo, their biggest user, has argued that detached labels promote USPS efficiency and therefore save time and money. Postal officials have said the same thing.

The latest twist to the detached-label issue came in early March when Advo, as an alternative to relief sought by ANPA, proposed in the current general rate case a new subclass of third-class mail that would have allowed elimination of address labels altogether. The commission March 20 decided not to consider the proposal.

Second-class use. The third-class concerns, though looming large, are not the newspaper business's only postal agenda items. Another major one stems from fears that the growing use of second-class mail for delivery of TMC jeopardizes the historical mandate of that mail classification: to deliver time-sensitive information with all due haste at relatively low cost. It is a precious service for many newspapers, especially small dailies and weeklies.

Increasing numbers of publishers and postal officials over the past year have interpreted second-class regulations to apply also to TMC products. They are relying heavily on a part of the USPS Domestic Mail Manual that allows second-class publications to publish "extra issues or editions . . . for the purpose of communicating additional news and information received too late for insertion in the regular issue" and "not intended for advertising purposes."

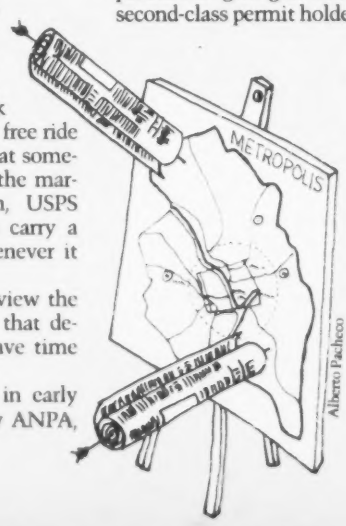
They also are relying on postal "sampling" rules to permit use of second-class for their TMC products. Those rules allow some promotional non-subscriber copies to be mailed at the lowest possible second-class rate.

Use of second-class in this fashion can result in lower postage costs primarily because of congressional funding for second-class mail. But using second-class in this manner has caused concern on behalf of some newspaper executives.

Max M. Heath, vice president/executive editor of Landmark Community Newspapers, says he is especially concerned about the effect second-class TMC might have on that congressional funding that helps hold down second-class rates—particularly the "in-county" category on which many small, generally rural newspapers depend for much of their circulation.

Some second-class TMC vehicles' "newshole" has been filled with the kind of local "news" not found in the paid paper—club photos, for example. Others have carried wire-service features. "Based on my understanding of the history of second class," says Heath, "somebody is stretching the regulations further than they've ever been stretched."

The National Association of Advertising Publishers, a trade association representing 400 free-paper publishers, has said "this new interpretation" of second-class regulations "could have serious effects on many shopping guides." NAAP said the new practice is "giving an unfair competitive advantage to many second-class permit holders."



The rules are far from clear, and Postal Service headquarters has begun to question whether some of the second-class TMC vehicles are entitled to second-class rates. In fact, USPS has told some newspapers engaging in the practice that they must start paying third-class rates for their TMC mailings.

At least one newspaper receiving that order, The Press Democrat of Santa Rosa, Calif., filed an administrative appeal March 1. The newspaper said it would correct any technical violation of postal regulations but will resist changes it feels are based more on a postal

official's opinion of what is proper than on actual language of the regulations.

Second-class TMC also has been challenged in court by a shopper company in Northeastern Minnesota. Manney Inc. of Hibbing has asked the U.S. District Court in Duluth to enjoin the Postal Service from allowing the twice-weekly, paid-circulation Pine Knot and Billboard of Cloquet, Minn., to provide the service.

But proponents see second-class as a legitimate, cost-effective way to distribute non-subscriber products. "We don't make the rules, we just follow them," avers Edward R. Campbell, advertising marketing manager of The Macon (Ga.) News. The paper produces the "Bibb Neighbors" edition, which is delivered to all daily subscribers in Bibb County, Ga., in the Tuesday edition and mailed second-class to non-subscribers the same day. The switch from third-class mail is saving the newspaper 40 to 50 percent on the postal bill, Campbell says.

Publishers following second-class TMC developments say that unless the Postal Service changes its mind about allowing second-class TMC or unless the practice is struck down in court, many newspapers likely will take advantage of the generally lower rates.

Regardless of the classification, executives say one of the biggest reasons for using the mails is to deliver TMC products to targeted ZIP-code areas.

Another advantage is that advertisers can be more easily convinced that the TMC product will reach the desired households. "For the most part, mail delivery gives the program more credibility," says Alexander of the San Jose daily.

However, some newspapers still prefer using their carriers for TMC. Newsday, for example, gets reliable delivery from its carrier force at a cost less than USPS would charge, according to marketing executive Targe.

Another newspaper firm that has found success using carriers for TMC is the Courier-Journal and Louisville Times Co. It has three zoned TMC weeklies delivered to both subscribers and non-subscribers, plus a weekly Jefferson County Shopper and a preprint-only delivery program on Sunday in parts of nearby Indiana.

Like Newsday's circulators, the Louisville staff routinely makes follow-up contact with non-subscribers to ensure they are getting the free products. "You have nothing unless you have credible delivery that the advertiser accepts," says Circulation Director David Thomas.

Shoppers' suits against dailies involve 4 points

BY PAMELA J. RILEY

Four central issues involved in the growing number of antitrust suits by free-distribution papers against daily newspaper total-market-coverage programs may be addressed in the upcoming appeal of the only such case to go to trial.

If the 4th U.S. Circuit Court of Appeals resolves the issues in the appeal of the Newport News, Va., Daily Press Inc. case [presstime, Jan. 1984, p. 34], it could affect the outcome of pending and future suits brought by shoppers similarly alleging that a daily newspaper is attempting to monopolize the market by setting its TMC rates predatorily low.

First, the court may be asked to determine how costs should be allocated to a TMC publication in order to determine if its rates are too low.

The Daily Press had argued at trial that TMC rates set above "average variable costs" should be presumed lawful. Average variable costs are those costs that are actually caused by the TMC, such as paper, ink and postage.

Under this incremental cost standard, if no additional labor, facilities or equipment is needed to produce the TMC, those preexisting costs would not be allocated to it. In essence, the newspaper would be entitled to make use of its excess capacity and any cost advantages it has over its competitors.

Plaintiff shoppers oppose this analysis on the grounds that it gives daily papers an unfair advantage in setting rates. They argue that a portion of the newspaper's overhead should be allocated to the TMC.

A *second* issue that may be raised on appeal is whether a newspaper can introduce and for how long it can sustain an unprofitable new product.

Depending on the facts, antitrust law does not prohibit new products from causing short-run losses where long-run losses will be minimized. For example, the court may decide that a newspaper is permitted to operate a TMC publication at a loss, if otherwise it would lose major advertisers from its daily newspaper.

In resolving this question, the court also may review to what extent a daily paper is setting its rates to meet the competition from direct mail.

A *third* issue in the Daily Press case is the very important question of how the market for these products should be defined.

If the product market is defined narrowly as periodic print publications containing local advertising, a daily newspaper is much more likely to have monopoly power and be faced with greater restraints.

If, on the other hand, the court includes direct mail in its product definition, a newspaper TMC publication may be viewed very differently. Courts may not now be aware of the substantial changes taking place throughout the newspaper business, including the increase in preprinted advertising supplements, zoned-edition capability, saturation coverage and competition from shared-mail programs.

Finally,, the court may examine what evidence a jury should be permitted to consider in determining predatory intent. The question is whether cost coverage alone should be determinative, or whether factors giving the appearance of predation—such as when, where and why a newspaper offered its new product—are relevant.

The appellate court may focus instead on narrower questions unique to the Daily Press case, such as whether damages can be presumed if the plaintiff fails to demonstrate lost profits. Ultimately, though, these broader questions will be resolved by the courts and will determine the flexibility of daily newspapers to compete in their markets.

Riley is ANPA assistant general counsel.

Other concerns. Another major concern of newspapers is whether their TMC programs might give rise to antitrust lawsuits filed by competitors. Legal experts predict an increase in such litigation in the coming months and years. The first wave already has broken. A U.S. District Court jury in December found Daily Press Inc. of Newport News, Va., guilty of attempting to monopolize newspaper advertising with its total-market-coverage program. It was the first time a jury had found a paid daily guilty of attempting to monopolize with TMC. (See story, preceding page.)

A key question in that and similar suits has been whether the paid publication has unfairly subsidized the TMC program and thus unfairly competed in the marketplace.

There are major industry questions about what constitutes profit and loss for TMC. For example, must the paid daily allocate some costs for the press, building, heat and other general operations to its TMC product? Or may it count only the extras such as newsprint, ink, editorial and advertising time, etc., needed to produce the free paper? Although the Daily Press case resulted in a finding for the plaintiff, observers say it did little to clarify these complex issues.

Publishers are reluctant to discuss publicly whether they are turning a profit with their TMC because of the obvious legal implications.

Questions of law don't stop there. TMC controversy in the legal arena extends even to the name. Since February 1978, Advo has held a trademark on the term "TMC," referring to a total-market-coverage service it offered to newspapers. Under the service, Advo helped newspapers develop and maintain computerized mailing lists for total-market-coverge projects. The company has objected to newspapers' use of the term TMC for their own, independent programs.

ANPA has asked the U.S. Patent and Trademark Office to cancel Advo's exclusive rights to the term, arguing that TMC is a generic term that was used in newspaper circles long before Advo obtained the trademark [presstime, Jan. 1984, p. 41]. One of the earliest places it was used was at the Bucks County Courier Times, where the TMC mailing program is nearly 15 years old, says Friend.

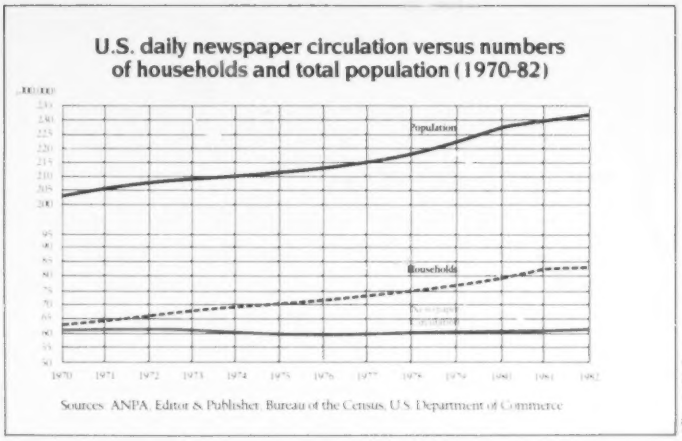
Asking the government to deny ANPA's request, Advo subsequently charged that the Association has engaged in "a campaign of unauthorized use" of the TMC trademark to "create in the public record" an appearance that the letters had become descriptive of a general industry practice or had been abandoned by Advo.

The dispute is unresolved.

Although the term TMC for total market coverage appears to be the most widely used generic name for non-subscriber products, literally dozens of different names have been used: "CHAMP," for Complete Household and Mail Penetration; TMD, for Total Market Distribution; TMS, for Total Market Selling or Total Market Saturation; NDC, for Non-duplicated Coverage; MAP, for Metro Area Preprints; PNP, for Patriot News Plus—which "Packs More Power Than TNT"; EMC, for Extra Market Coverage; and on and on.

There are many less-controversial aspects to TMC that nonetheless demand significant management time. One is the need for an accurate list of subscribers and non-subscribers. Most newspapers now have computerized lists that can be quickly and easily updated with subscription stops and starts. But problems with mailing lists have caused more than one newspaper to stumble in initial TMC attempts.

The Patriot and The Evening News of Harrisburg, Pa., last October mailed a broadsheet publication designed to reach people not subscribing to one of the daily papers. It contained primarily local advertising and stories picked up from the Patriot and the News.



Alberto Pacheco

However, the mailing list developed for the project proved to be full of what Advertising Manager James A. Shoop called "excessive duplication," and the operation was put on hold after distribution of the 30,000-circulation first issue. One reason for the inability to come up with an accurate list of non-subscribers was that "unfortunately, we have a carrier system that is part owned by us and by somebody else," Shoop reports. The carriers' list of subscribers was deficient, and thus many people who by process of elimination made the non-subscriber list turned out to be loyal readers of one of the Harrisburg dailies.

Besides the need for accurate names of subscribers and non-subscribers, the lists should accurately reflect residential addresses. "Names are important, but people come and go. The house stays there," notes John W. Iobst, ANPA research manager/computer applications.

The added chore of putting out a TMC publication can also cause a variety of production headaches such

Youth carrier delivers Newsday Extra to non-subscribers.

as squeezing in a press run between regular editions, finding space to store stacks of TMC products and—the migraine of many a production chief—getting the ad supplements inserted efficiently.

The goal of inserting supplements during entire press runs at full speed continues to be a difficult one to achieve. Some observers say that because inserting equipment tends to be so susceptible to jamming and other maladies, newspapers have been known to resort to the old method of stuffing by hand. The Register of Santa Ana every week hand inserts several million pieces, says Howard L. Grothe, vice president for advertising and supervisor of the TMC program.

The editorial product. Another major consideration for publishers is the extra burden a TMC operation places on editorial and advertising departments. Often they are called upon to create the newspaper's TMC offspring. Sometimes the ad staff is charged with the whole operation—selling the ads and filling the surrounding columns with articles.

Regardless of who does the job, editorial content of TMC publications varies widely. Some use prepackaged, ready-to-run material such as recipes, television listings and syndicated features. Some hire a local news staff and turn their TMC into a quality, local-news weekly. Many TMC publications run stories previously published in the paid paper.

The Tampa Tribune has a small staff in the advertising department that picks out stories in the paper for subsequent publication in four zoned, weekly TMC products. "It's an effort to give people a sample of what they could be getting in the daily paper," says Elizabeth Taylor, special sections editor.

The San Jose Mercury News has a separate news staff for its four TMC editions. The content "gets awfully close to being chicken-dinner news for a metropolitan area," says ad executive Alexander. However, he reports that it "seems to be working extraordinarily well. . . . The editorial department literally has a steady stream of [letters] from people saying how much they like to read the local news."

The Register of Santa Ana also strives to present local news with a separate news staff assigned to its multi-product TMC program. "Our basic goal is to be everything to everybody in this community," says Register Editor N. Christian Anderson. "One of the goals of this project is to show [non-subscribers] how strong we are."

Most TMC publications—including some of the paid dailies' marriage-mail programs—use their free products to promote paid circulation. Some companies report success with this self-promotion technique. But overall, the verdict is still out on whether the technique will make much of a dent in restoring the full vigor of ROP advertising.

Similarly, many advertisers still have not passed judgment on whether they're getting the best dollar value with newspaper TMC. One reason is newspapers' limited evidence to prove their free-circulation claims.

Several companies currently provide auditing services for papers that are distributed en masse and for free. Among them are the Verified Audit of Circulations and the Certified Audit of Circulations. However, they lack the formidable reputation and clout of the granddaddy of the field, the Audit Bureau of Circulations, whose current policy is to audit only publications that are sold to readers.

Most daily newspapers have their paid circulation audited by ABC, and some publishers think the bureau should branch out into the TMC-audit field to help them build credibility for their TMC programs.

Friend of the Bucks County Courier Times, who serves as chairman of the eight newspaper representatives on the 32-member ABC Board of Directors, says a proposal for the ABC to audit total-market-coverage programs was introduced four years

Head of Advo traces growth of shared mail

The head of Advo-System Inc. says the success of Advo's marriage mail service "has forced newspapers to wake up from their cozy monopolistic slumber and pay attention to their customers."

John A. Valentine, president and chief executive officer of the Hartford, Conn.-based firm, made his remarks as part of Advo's written testimony in the current U.S. Postal Service rate case.

He explained the role of direct-mail advertising and the evolution of his direct-mail company, which this year expects to handle more than 2.3 billion pieces of shared or "marriage mail"—about 85 percent more than in 1983.

The filing with the Postal Rate Commission provides perhaps more detail of Advo operations than has ever before been made public [presstime, Aug. 1983, p. 9].

Valentine, who describes marriage mail as a "huge entrepreneurial risk" for Advo, said the program is succeeding because it fills "the previously unmet need of the retail industry for cost-effective saturation distribution of printed retail advertising—a need which newspapers were unable or unwilling to meet."

He added:

"The reason for the newspapers' inattention is obvious. Until shared mail came along offering retailers an alternative, the newspapers had no competitive incentive to listen to their advertisers. Now they do."

Valentine, who has headed Advo since 1975, said the company has been in the direct-marketing business 55 years. It began as a "hand delivery service" but for the last 34 years has dealt exclusively with direct-mailing.

Advo now has more than 16,000 advertising clients covering "the full spectrum from the large national retail chains to more than 11,000 small, local businesses throughout the nation," he said.

Advo's total mail volume now is divided almost equally between traditional single-piece or "solo" mailings and shared mail that is presorted to the carrier route. In all, the firm this year anticipates mail volume of about 4.5 billion pieces. Its postal bill will exceed $350 million, he said.

In 1980, Advo accounted for 1.69 billion pieces, of which only 39 million were in the marriage-mail category, according to Valentine. By 1983, it had increased its marriage mailings to 1.246 billion pieces, accounting for 7.4 percent of the 16.7 billion such pieces handled by the Postal Service.

Valentine gave three main reasons marriage mail has grown so dramatically. "First and foremost," he said, was the need of retailers "for a low-cost method of distributing saturation advertising circulars." "Solo" mail met

ago. It failed. Now it is being reconsidered.

Friend says arguments for TMC audits by ABC are that TMC is expanding rapidly, and demand for ABC audits is rising; and that Sears, K mart and other retailers want the prestige of ABC-audited numbers for free-circulation papers "because they're actually buying a pig in a poke now" with no assurance that circulation claims are true.

Arguments against TMC audits by ABC, Friend says, are that newspapers could "put on their best face come verification time" and raise free distribution to the maximum; the integrity of ABC could be jeopardized if such figures were inflated; and the bureau could be forced to review all approximately 10,000 shoppers, not just ABC members.

Future prospects. The auditing question, like most of the issues surrounding TMC, likely will persist. Publishers say TMC will be around at least until advertisers eschew supplements in favor of ROP. And that's not likely to happen any time soon.

Brennen, the former Advo executive, underscores the point. He believes the vast majority of newspapers still are ill-equipped to handle all of advertisers' needs, even though they may have a TMC program in place.

In addition to in-house improvements, Brennen says the newspaper business should consider unified action to make TMC more attractive.

He has suggested that the industry consider establishing a "national set of operating standards for newspaper TMC programs, covering all aspects of operations. Let's design a set of standards that will allow us to present a coordinated, consistent concept to any advertiser in the country."

Among areas of possible standardization for diverse newspaper markets, he says, are mailing lists, setting carrier-route boundaries according to ZIP code, differentiating households from businesses, separating single-copy sales so that advertisers have the opportunity to buy racks separately, mailroom standards for folding, etc., and other actions.

Brennen also encourages newspapers to form networks to sell preprint space. The key is to make newspaper purchases easier. "Until then, they're not going to be able to combat" their marketing problems, he says.

W. Terry Maguire, ANPA vice president/general counsel, cautions newspapers that networking "is an untested area. It requires review and planning."

Grothe of The Register says attempts have been made to put a network together in his Southern California area, but he echoes sentiments of Brennen. "Getting a bunch of publishers to agree on something is almost impossible," he says. Moreover, "By the time you get done talking to the Justice Department and your own lawyers, you get so darned disgusted you don't feel like doing anything."

However, two networks have been formed among 45 newspapers in non-contiguous markets in Kentucky, Tennessee, North Carolina, South Carolina, Georgia and Virginia [presstime, Nov. 1983, p. 17]. They were organized by the Atlanta office of Landon Associates Inc., an advertising representative firm.

And the Newspaper Advertising Bureau is organizing a test network among daily newspapers in North Carolina. Fred Crisp, advertising director of The News and Observer and The Raleigh Times, says about 50 dailies—nearly every one in the state—have agreed to participate.

Such networks and other devices designed to saturate the marketplace, or selected parts of it, with advertisers' messages will be increasingly important for the newspaper business as it competes against the evolution—indeed, the revolution—of untraditional advertising outlets.

Like it or not, experts say TMC probably will play a major role in preserving newspapers' market strength—and ultimately in preserving their power as purveyors of information.

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the target-marketing needs but was more expensive than delivery as a newspaper insert.

The second factor was that "newspapers by and large were ignoring that need of their advertisers," he claimed.

Third, Valentine said, "was Advo's ability to see an opportunity and its willingness to take on a huge entrepreneurial risk to make the shared mail concept work."

Sara Krulwich, The New York Times

Valentine (left) with Blair Marketing President Robert A. Hemm

Advo's shared mail activity started in March 1980 as a "tiny program" in the Los Angeles area, he said. The previous month the company had acquired proprietary rights to the term "marriage mail" by purchasing a California-based firm called Marriage Mailers of America. It attempted to obtain a trademark for the term but was turned down by a hearing examiner of the U.S. Patent and Trademark Office. An appeal of that decision is pending.

In June 1981 Advo expanded its shared mail to the Houston area. Other markets followed.

But Valentine said Advo was forced to leave a number of markets after the November 1981 third-class rate increase from 6.4 to 7.9 cents per piece. There now is a "constant state of competitive flux," he continued. "We gain some customers but lose others to our competitors in a daily competitive environment that forces us continually to improve our sales effort and our product." The biggest competition is newspaper insert distribution.

Valentine said Advo's marriage-mail service started with national and regional retailers. In 1980 it had 4,000 such clients.

"Much to our surprise, we discovered that after an initial developmental period in a given market, we began attracting small local business advertisers in large numbers." Advo served the usual range of retail outlets including food supermarkets, furniture stores, car dealers, restaurants and others. But it also picked up service and professional businesses like "home repair and remodeling, lawn services, doctors, dentists—almost any kind of retail service business you can name," according to Valentine.

In fact, Valentine said a "critical element" of shared mail is "this symbiotic mixture of major retailer and small local business advertising. Each component adds reader interest to the package. Each contributes to the overall success of the concept. And each type of business derives substantial benefits from the concept."

Advo has a sales force of 400 people, he said.

Growing pains in Spain

BY GEORGE P. KENNEDY

In a span of two weeks last October, Spain's leading newspaper carried four stories that together told a good deal about the growing pains of a free press.

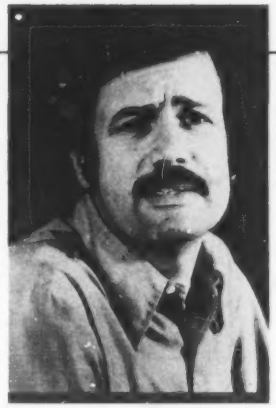
• On Oct. 16, the newspaper, El Pais, announced the creation of the country's first investigative reporting team. Investigative reporting, the story noted, is "a journalistic formula for going deeper into the news practically unknown in Spain."

• On Oct. 19, a committee of the national legislature approved a bill providing a right of journalistic correction, "by which the director of an information medium will see himself obliged to correct any false information in the space of three days," following a complaint. If the director were to refuse, the aggrieved party could go before a judge, who could order immediate publication.

• On Oct. 24, the Constitutional Court considered the appeal of a free-lance journalist named Xavier Vinader, who had been sentenced to seven years in prison for the crime of "professional negligence." In two magazine articles in 1979, Vinader published the names of several men identified by a former policeman as right-wing extremists in the Basque region. Two of those named were later murdered by leftist terrorists. In November, the court denied the appeal.

• And on Oct. 26, the Council of Ministers approved government subsidies for the year totaling about $20 million for the country's approximately 95 privately owned newspapers.

Only the Vinader case made the front pages, even in Spain. Not even it attracted much attention outside the country. But at a time when the freedoms of speech and press seem to be in retreat around the world, it may be worthwhile for journalists to pay some attention to Spain. Europe's youngest democracy, which celebrated on Dec. 5, 1983, the fifth anniversary of its constitution, already has developed one of Europe's best newspapers and a flock of vigorous—sometimes vicious—competitors. A look at Spain also reveals an array of problems outside the experience of most North American journalists. But these problems are facts of life in nations that, like Spain, lack the U.S. traditions of freedom and prosperity.



Spain's young democracy has already spawned one of Europe's best newspapers and many vigorous — even vicious — competitors.

George P. Kennedy

The leading innovator. Any discussion of the strengths of Spanish journalism has to start with Madrid-based El Pais. It has been called The New York Times of Spain, a comparison that in some ways does not do justice to El Pais. Like the Times, El Pais is the most respected paper in its country. Like the Times, El Pais is deadly, sometimes dully, serious in layout and content. However, El Pais also is by far the biggest and richest of Spanish papers. Most importantly, and also unlike the Times, El Pais is a pioneer. The Times has usually lagged a few steps behind the innovators, adopting and improving on others' ideas. El Pais, by contrast, is widely credited with having imposed on Spanish journalism a whole new approach, often labeled the "Anglo-Saxon style." Investigative reporting is only its most recent manifestation.

Spanish newspapers, even before the 40 years of dictatorship that followed the 1936-39 civil war, emphasized commentary, especially discussions of the arts and philosophy, rather than reporting. The Franco years—with press controls that included censorship, frequent seizures of offending publications and prosecutions of journalists—strengthened that emphasis. The tradition lingers in the older papers, including the best-known, La Vanguardia of Barcelona and ABC of Madrid. Even El Pais and its dozens of followers devote far more space to literature, dance and music than do papers in the United States.

But, with El Pais in the lead, the Spanish press is moving into aggressive news reporting. Spanish reporters are starting to ask hard questions, challenge official versions, compete for news. For example, El Pais, ABC and Diario 16 all were enterprising in their coverage of the Madrid airport disasters of November and December. Stories and editorials explored questions ranging from the pilots' skills and state of mind to equipment shortcomings at the airport.

The editor of El Pais is Juan Luis Cebrian, not yet 40, who has held the post since the newspaper's founding in 1976. His 175 journalists use Atex video display terminals in a carpeted newsroom to produce a paper that now has a circulation of about 350,000 daily and 500,000 Sunday. El Pais, a tabloid, like all Spanish papers, has correspondents stationed in every major European capital, the United States, the Middle East, Latin America and Japan. Composed pages are transmitted by laser beams to a second printing plant in Barcelona. Last year, the paper's profit was about $4.5 million.

The rest. It's a long way down to second place among Spanish newspapers. Democracy has brought a rush of new papers, about 40 dailies since 1976, all with young staffs and high hopes. They have the American style as a model and El Pais as inspiration. Nearly all, though, are small and local. A survey by the journalism school of the University of Navarra in Pamplona found that the typical new paper has a circulation of less than 10,000 and a staff of 14 journalists. Other than El Pais, only two of the new papers have circulations of more than 100,000. Only one, Diario 16, is national in scope.

Second to El Pais in circulation is 102-year-old La Vanguardia of Barcelona, with 195,850 daily, heavily concentrated in the region of Catalonia. Probably second in national influence is ABC, circulation 133,945 daily. ABC is the voice of the

Kennedy, a member of the presstime *Advisory Committee, is on the faculty of the University of Missouri School of Journalism. He recently returned from a sabbatical in Spain.*

democratic right. (That is an important distinction in Spain, because there remains a vocal though declining anti-democratic right, with its own newspaper, El Alcazar, "The Fortress.") ABC has increased circulation and taken on a harder edge under a new editor, formerly chief of the government-owned news agency, EFE. ABC now regularly attacks El Pais and Editor Cebrian, referring to the paper as the "morning manipulator."

Second to none in ambition is Diario 16, published by a company that also owns Spain's best news magazine, Cambio 16, which resembles in tone and content The Economist of Britain. Diario 16 was founded just six months after El Pais and was modeled on Newsday of Long Island, N.Y. Today, several editors and changes in approach later, it perhaps looks and reads more like a North American paper than any other in Spain. Its current appearance is patterned after USA Today, says 31-year-old editor Pedro J. Ramirez, including the full-color, back-page weather map that appears on Fridays. It is the only paper in Spain that regularly publishes news photos in color. Its editorials are shorter and punchier than those of El Pais or ABC, its tone livelier, sometimes sensational.

Ramirez reacts sharply to any suggestion that he may be playing "New York Daily News" to El Pais' "Times." He admits, "We are a very strange paper," neither elite nor popular in the British sense. He regards El Pais as "arrogant" and wants his paper to be equally respected, which it now is not, either by fellow journalists or advertisers. He also wants to lead the Spanish press into lifestyle coverage, now notably missing from papers devoted mainly to politics, economics, culture and sports. Like many U.S. papers, Diario 16 now publishes a special-interest section every weekday. To the usual list of sports, home and weekend sections is added a bullfighting section.

Economic doldrums. That is the least important of the ways in which this most Americanized of Spanish newspapers remains Spanish. The most important, and most disturbing, characteristics Diario 16 shares with its competitors are economic. Despite its lively tone and national scope, it has relatively low circulation (about 150,000 at the end of 1983) and insufficient advertising. Ramirez estimates that it will make a profit this year for the first time in its history.

According to one industry expert, only El Pais and two regional papers in the north are economically healthy. Four of the six national papers are reported to be losing money, kept afloat either by subsidies from profitable affiliates, as in the case of Diario 16, or from ideological supporters, as in the cases of ABC, El Alcazar and Ya, the leading Catholic paper. Even among the local papers, close to half are estimated to be losing money.

The causes of this economic anemia are rooted in Spanish history, in the country's current deep recession and in the bizarre legacy of the Franco era.

For one thing, newspaper reading in Spain is a habit mainly of the upper classes and not universal even among them. The 40 million Spaniards buy 3-3.5 million newspapers daily. That ratio of less than 90 papers per thousand inhabitants is less than the 100 per thousand used by the United Nations as one criterion for judging whether a nation is economically developed. A national survey in 1983 showed that only 34 percent of the respondents read daily papers.

Low readership, coupled with overall economic crisis, means scant advertising. Spain's newspapers divided only about $300 million in advertising in 1982, according to a J. Walter Thompson survey. For the first time in four years, newspapers reclaimed the lead in advertising from television, which in 1982 had 31 percent of the total to 35 percent for newspapers. Magazines had 15 and radio 13 percent.

Worse, the privately owned papers are forced to compete for both audience and advertising with the government itself. As in many countries, the government owns the only two nationwide television channels. The regional governments own the regional channels now in development. The national government also owns about one-third of the nearly 300 radio stations, and the government radio network boasts by far the biggest and best news operation. By contrast, both lack of quality and lack of independence in television news is widely deplored. Although most of the government radio stations sell advertising, the bulk of the budget for both state-owned radio and TV comes from television advertising. The socialist government's goal is for its broadcasting operations to be totally self-supporting by next year. Whether privately owned television will be permitted to join the competition is being argued.

Strangest of all, the Franco regime bequeathed to the new democracy a chain of government-owned newspapers. At its height, this chain—still the only newspaper chain in Spain—had 35 papers. A dozen have already closed. All but one of the remaining 23 will be put up for auction this year. Any not sold will be closed.

Another anachronism adding to the competition is the 23 weekly newspapers published by the country's press associations, the main union of journalists, which served during the dictatorship as the mechanism for controlling entry to the profession. Even before Franco, and until the late 1970s, these Hojas de Lunes ("Monday sheets") had a legal monopoly on that day. With the monopoly broken, the Hojas are declining in sales and income, but one still exists in every major city.

Much state aid. The economic inheritance of the fledgling free press, however, also includes a system of state aid far beyond anything known, or anything tolerable, in the United States. Direct aid takes three forms.

The first and oldest is really a method of protecting Spain's traditionally inefficient newsprint industry. Newspapers are required to buy substantial amounts of domestic newsprint, which publishers regard as both more expensive and lower in

quality than imported stock. A government subsidy paid to the papers helps cover the difference in cost.

Every daily also is eligible for a state payment, amounting to only a fraction of a cent, for every copy sold. This payment takes some, but not nearly all, of the sting from a circulation system inherited from the dictatorship that stifles growth but that has so far resisted challenges. With few exceptions, if you want a newspaper in Spain, you must go to a street-corner newstand to buy it. Home delivery is rare (El Pais has only about one percent subscriptions; Diario 16 even less; La Vanguardia leads with only 38 percent). Vending machines are non-existent. Inefficiency is forced. ABC, for example, printed an average of 167,000 papers daily in 1983, but the newsstands returned more than 30,000 unsold, according to the Spanish publishers' association.

The third form of subsidy points to a hope for the future. This subsidy is in recognition of the fact that most of Spain's papers are lagging behind the technological revolution. Perhaps 40 percent still are printed with hot metal. Front-end systems are less common than manual typewriters. For the last several years, publishers have been able to get government aid in modernizing. The new government reportedly is working out a mechanism to reduce the likelihood of pressure or favoritism.

EL PAIS

La alternativa de poder ha fortalecido la democracia, afirma el Rey

DISPUTE

Legal questions. The future of freedom in Spain, however, depends even more on another set of evolving mechanisms—those of the law. So far, the prospects seem mixed. Some portents are ominous.

Article 20 of the Constitution of 1978 guarantees to all Spaniards the right "to communicate or receive freely truthful information by any means of diffusion." Journalists are also guaranteed the right to maintain "professional secrecy" as to sources and the right to a "clause of conscience," which assures compensation for an employee who resigns over some conflict in philosophy. The consumers and the subjects of journalism are guaranteed protection of "honor, privacy, reputation and the protection of youth and infancy."

El Pais, a tabloid based in Madrid, has been called The New York Times of Spain; it is both the biggest and richest of Spanish papers and has introduced an 'Anglo-Saxon style' of journalism to the country.

In the United States, nearly 200 years of interpretation by statute and court decisions have not resolved the conflicts between First Amendment guarantees and other individual rights. In Spain, the laws to implement constitutional guarantees are still being written. Meanwhile, those who would exercise the right to communicate freely must do so under the rules of the existing press law and of the penal code.

One of the first proposed implementing laws concerns the right of correction. As passed by the lower house of the congress, it would permit court-ordered "corrections" of opinion and interpretation as well as of fact. It would not permit appeal of such a court order. After a furor in the press, it seems likely that the Senate will change those provisions.

In effect, Spanish journalists will see imposed a limitation on freedom (such as the U.S. Supreme Court has barred here) in exchange for some explicit protections U.S. journalists have not won in Congress or courts.

The case of Xavier Vinader is governed by the general penal code rather than press law, old or new. The Spanish courts have stretched the concept of professional negligence to a degree unknown in the United States. The accuracy of Vinader's stories was not challenged in court. Nor was it established that the killers had obtained the names of their victims from his stories. Still, the lower courts held that he knew or should have known that what he wrote could lead to harm. The implications of the decision were spelled out by Diario 16's Pedro Ramirez in a column in which he admitted having declined to pursue an important story for fear of Vinader-like consequences. Vinader was forced into exile, but voluntarily returned in February and entered prison, where he awaits word on a pardon. But even a pardon would not erase the "professional negligence" ruling.

The Spanish penal code includes no libel laws, but that is more a curse than a blessing. Other laws permit criminal as well as civil penalties for offenses ranging from insults to the king to intrusions on the rights of honor, privacy and reputation. Reform of the penal code is not imminent.

Spain has no freedom of information or open meetings laws. Worse, according to journalists, there is no tradition of open government. "This is still a closed society," says one.

All of these obstacles—the legal, the economic, the social—mean that this adolescent free press faces no easy maturity. The democracy must mature as well. Still, despite such obvious and abundant grounds for worry, many Spanish journalists see grounds enough for cautious optimism.

Juan Luis Cebrian articulates their hard-headed hope: "We have come far in less than 10 years. Ten years from now we will be better yet."

Yes, *if* newspapers can find the financing and expertise to modernize production and content, *if* the circulation bottleneck can be broken, *if* state control and state competition in both print and broadcasting can be reduced, *if* the emerging laws can be molded to implement the constitution's guarantees. . . .

The struggle in Spain will be worth watching and supporting. The success of freedom is important not only for Spain itself but because of the growing role Spain intends to play in influencing the emerging democracies of Latin America. Even though few are paying much attention, all Americans have a stake in what is happening in Spain. □

Legislation to restrict ownership of the French press advances. See story, p. 47.

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Blue jeans fading out as dress codes return

BY CLARK NEWSOM
presstime staff writer

Hot-weather togs were approved for workers at the Mason City (Iowa) Globe-Gazette—but only after a summertime air-conditioning breakdown. From left, Pat Burton, Sue Paulson, Howard Query, Lisa Determan and Mary Johnson.

Dress codes for newspaper employees appear to be coming back. Conservative dress is in, jeans and sandals are out.

Two decades ago, dress codes were common at newspapers, and big-city reporters were almost indistinguishable from insurance agents.

Then came a period when casual attire became accepted in many work places, as managers feared that enforcement of a dress code might give rise to lawsuits under Title VII of the Civil Rights Act of 1964, which prohibited employment discrimination. "A lot of employers were afraid of violating somebody's rights" if they tried to enforce codes, notes James J. McLaughlin, director of personnel and community relations for the South Bend (Ind.) Tribune.

Dress codes were abandoned or all but forgotten.

Today, there are definite signs that the pendulum is swinging back to dress codes, McLaughlin says, but adding that the change will be more "subtle" than "dramatic."

"There appears to be more acceptance (of codes) now," he says. "From what I've read, more employers have them in place."

There also are signs that the rigid codes of yesteryear have given way to more flexible guidelines, as exemplified by the evolution of the code of a California daily.

In the early 1960s, the paper's employee handbook stated:

"Personal appearance plays a big part in regard to what others think of us, both fellow employees and the public who visit our offices. Such impressions are extremely important to all of us, and every member of our organization is encouraged to be ever mindful of the significance of personal appearance. For the women, spotless grooming as evidenced by neat hair style, nice straight heels and stocking seams and conservative makeup, creates a favorable impression. Conservative good taste, cleanliness and neatness should be the watchword for any women in the business world.

"For those men in a department where business suits are a requirement, clothes should be clean and well-pressed and the shoes kept shined. For men engaged in work where informal attire is permissible, cleanliness and good grooming are still essential factors.

"Men and women alike should make daily use of an effective deodorant."

Today, in the section on personal appearance, the California paper's employee handbook contains only the first two sentences quoted above.

Business attire is in order for Robert V. Hall and Kim C. Keigley of the South Bend Tribune's ad department.

Many disputes. "The old codes were discriminatory," comments Gerald G. Moriarity publisher of the Mason City (Iowa) Globe-Gazette.

Indeed, there were numerous court cases and arbitrations involving such matters. A few examples of arbitration decisions give the tenor of the times:

- In 1966, the St. Paul (Minn.) Dispatch and Pioneer Press were directed to reinstate a copy boy who had been discharged for refusing to shave his beard.
- In 1976, The Detroit News was upheld in its disciplinary suspension of a circulation employee who ignored the company's ban against wearing body shirts, T-shirts and tank tops.
- In 1978, the San Diego Union and Tribune were found to have violated a labor agreement by requiring male employees in the data processing department to wear neckties. The decision was based on the fact that female employees were not subject to the same dress code provision.

In conducting recent research on the subject, Moriarity says he found that an employer can legally adopt and enforce a non-discriminatory code. "Common sense should prevail" in preparing and enforcing a code, he says.

His research was prompted by an incident in which a Globe-Gazette production employee on the night shift was authorized by her supervisor to wear shorts to work. An official in another department objected. Soon the situation mushroomed into a plant-wide debate on the issue of proper work attire.

Moriarity was inundated with unsolicited reports that some reporters were wearing cutoff jeans while on the job, that advertising paste-up people were wearing low-cut dresses with spaghetti straps, and that some workers did not wear certain undergarments.

Subsequently, the Mason City paper asked employees to offer their views as to what should be acceptable and unacceptable attire.

"There was almost complete agreement in the response from employees that we should dress appropriately as professionals," Moriarity says. The paper currently is revising its policy manual to incorporate employees' ideas. "We don't want to cramp anyone's life style," he says, but "sloppy is not acceptable."

Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune, says that at his paper, too, "There is a trend toward more conservative dress.

"Although the life style is more free in Florida than in the typical Midwestern town, extremes are never in good taste. But people are not so uptight as they were 20 years ago, and there has been a relaxing of attitudes by management," he adds.

What some codes say. The current edition of the Tampa daily's employee handbook states:

"The general dress code of The Tribune Co. is that all employees should be neatly groomed and dressed to conform to the current contemporary standards of the community. Extremes in dress or appearance should be avoided. Employees who are required to meet the public in their jobs (both inside and outside the building) should be dressed in such a manner as to be above criticism. Ladies should wear dresses or pant suits, and men should wear ties and jackets. It is the responsibility of individual department heads to see that employees' grooming and dress will not present hazards when working around mechanical equipment."

Wright says employees "generally conform" with the Tampa paper's dress code, enforcement of which falls to department heads.

Some newspaper executives report that the newsroom is where they have the greatest difficulty in getting employees to wear what the company considers proper attire.

But James R. Fall, general manager and former managing editor of the El Dorado (Ark.) News-Times, says it is not a problem at his daily. He says "most (editorial employees) go beyond the minimum" required by the paper's dress code, which has been in effect for about four years.

The News-Time code states:

"Jeans should only be worn in the editorial department when assignments call for jeans. Please do not wear jeans of any fashion unless you have cleared this with the editor and your assignment requires older clothing. Ties are certainly preferred for the men but not mandatory. Men present a more professional image in ties when representing the News-Times."

At The Athens (Ohio) Messenger, the employee handbook sets forth this rule on "personal appearance":

"Our objective in dress is to convey a businesslike appearance. For men, business dress has been dress shirts and ties inside, with sports or suit coat added outside except in the hottest weather. In production areas, uniforms or sports shirts are normal. For women, businesslike dresses, suits and coordinated outfits."

"We're not conscious of a dress code per se," says Richard R. Paynter, the Messenger's general manager. "We don't have to go around and enforce it. If people in the newsroom came in wearing bib overalls I think we'd talk to them."

Summing up the picture, ANPA's manager of personnel relations, Patricia P. Renfroe, says, "Newspaper dress codes should reflect not only a business need but also society's current ideas of dress and grooming." □

"Jeans should only be worn . . . when assignments call for jeans. Please do not wear jeans of any fashion unless you have cleared this with the editor and your assignment requires (it)."

PROFILE

Dick Johnson

Fate gives him a lift to the top

BY MARGARET GENOVESE
presstime staff writer

Richard J. V. Johnson

It is the kind of story that defines the word "fate": A young man in advertising sales and promotion needs a higher salary to support his family, but his employer—a state press association—informs him there is no money available for a raise. He leaves the office to go to lunch and gets into the elevator where he meets the general manager of the city's largest newspaper. "If you ever decide to leave your job, come around and see me," says the newspaperman. "How about after lunch?" replies the young man.

Bingo.

That's the way it happened 27 years ago for Richard J.V. Johnson, president of the Houston Chronicle Publishing Co., who is still rising in the newspaper business. At the upcoming ANPA Convention in Montreal, he will be nominated for election as the Association's chairman and president.

Johnson, 53, did not start out to be a newspaperman. He majored in marketing at the University of Texas and, after a two-year hitch in the Army, tried to break into the advertising business. "I thought I was the hottest copy writer that ever lived," he says. "After having been given several offers around the country at $35 a week in the mailrooms of the biggest agencies in the world, I decided I better come home if I wanted to eat."

Home meant Houston, where he applied for a job in the marketing department of Humble Oil & Refining Co.—now Exxon Corp. Johnson was in line for an opening there until a "little recession" intervened, and Humble decided not to fill the position.

About that time, the Texas Daily Newspaper Association was looking for someone to write sales presentations for its new advertising program. TDNA Senior Vice President John H. Murphy contacted a friend—the Humble ad director—who told him about the recent job applicant named Dick Johnson.

Johnson was hired and went to work at TDNA's offices, then located in the Chronicle building in downtown Houston. This set the stage for that chance meeting in the elevator a year and a half later with Chronicle General Manager Jake Butler. "When I look back, I can see that getting on the elevator with Mr. Butler is really the story of Dick Johnson's life," says Murphy, who encouraged Johnson to accept the better-paying job. "Time after time, he's gotten on the elevator, so to speak, at precisely the right time."

But, says Murphy, there is more to the secret of Johnson's success than "having that indefinable ability to be in the right place at the right time. He has always prepared himself to take advantage of his opportunities."

By the time he was named president of the Chronicle in 1973, Johnson had "served an apprenticeship in almost every non-editorial function" at the paper, observes a predecessor as Chronicle president, John T. Jones Jr.

His career path, from his initial hiring in 1956 until his elevation to president less than 17 years later, included the following stops: sales promotion writer, research and promotion director, assistant to the president, vice president/sales and marketing, and executive vice president.

For just over a decade, the tall (6'2") Texan has presided over the 459,225-circulation daily from a desk about as long as a couple of steers end to end.

Johnson is described by other Texas newspaper people as personable, energetic and highly competitive—but "not a strong believer in beating your breast in public or blowing your bugle too loud," as one Chronicle executive puts it. His greatest innovations at the paper, they say—and he agrees—were conversions of the Saturday edition from evening to morning publication, and of the weekday editions from p.m. to all-day publication.

At ANPA, Johnson has held a number of key positions including six years on the Board of Directors, the past two as vice chairman; chairman of a committee that facilitated new press designs for newspapers; and head of another panel that developed the implementation plan for presstime.

Johnson says he sees the next two years as a time for the Association to perfect internal operations after the 1983 consolidation of activities at The Newspaper Center in Reston, Va. Externally, he sees ANPA continuing to fight battles in legislative, judicial and regulatory forums in Washington, D.C., and elsewhere. He also says the Association probably will make a greater commitment to increasing membership, which currently stands at 1,385 newspapers.

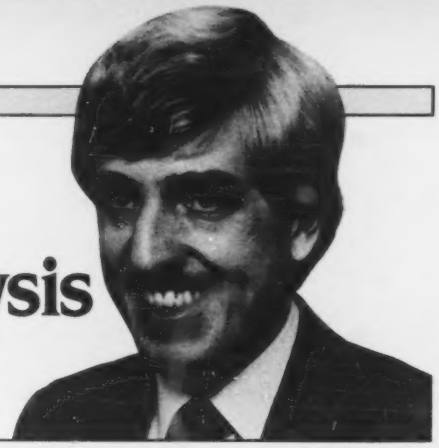
For the newspaper business as a whole, Johnson says the challenges in the next two years will be coping with the problems associated with growth. Having just come out of a "valley," the business will be at the "top part" of its cycle, he says. His own newspaper has plenty of experience with growth. It ranks second in the nation in total advertising linage, first in classified linage.

If elected chairman and president at the Association's annual business meeting May 1, Johnson will take office during the first ANPA Convention to be held outside the United States. Interestingly, Johnson was born outside the country, in Mexico, where his father worked as an engineer. Although both his parents were Americans, his mother also was born in Mexico, where her father helped build the railroad linking Texas with Mexico City. Johnson spoke only Spanish when he moved to the United States at the age of nine.

A high school athlete who made all-city teams in baseball, basketball and football, Johnson now is an avid golfer. He is also active in Houston civic affairs. He and his wife Belle have two children. □

ESSAY

Third-class rate stand followed thorough analysis of all postal issues



BY W. TERRY MAGUIRE

After 200 years of active involvement in the setting of second-class postal rates, the newspaper business last month took a firm stand on future third-class rates. The decision to do so is much more than a simple reaction to the growth of "marriage mail" programs.

It is part of an increased public-policy focus on the ways in which information moves to and from a newspaper—and the prices paid for that transportation. Some of that attention during the past several years (focused on both the telecommunications transportation system and on the postal transportation system) has come from increased actual and potential competition for the newspaper business. Newspapers also have been interested in using these transportation means to gather and distribute information.

To develop a position for the newspaper business requires, first, a recognition of possibly conflicting views and, second, the balancing of those views among newspapers and then with the public interest. Newspapers did that successfully three years ago in the AT&T case; we have now taken decisive steps to do it in the postal arena.

For AT&T, we analyzed the law, the economics and the industry and identified a potential for unfair competition. We discussed the interests of the newspaper business as user and competitor of those who own or use the telephone system. The result was the "diversity principle" that led to limited restrictions on the operations of AT&T and its former local companies [presstime, Oct. 1982, p. 22].

In so moving, ANPA chose a policy that was fair, well-supported by the available evidence, limited in scope, and in the best overall interests of the newspaper business and of the public.

The postal arena has already benefited from this same approach, but adoption of a postal equivalent to the diversity principle will remain our toughest challenge for the rest of 1984.

ANPA's analysis of postal matters has been thorough. We have looked at the U.S. Postal Service through historical, economic, legal, technical and public-interest eyes in developing our positions. On the basis of that work, we have concluded that some changes must be made in the current system in order to turn an unfair environment into one capable of advancing fair competition.

The position now adopted calls for some important one-time corrections in the third-class rate scheme to bring it into better balance with the first-and second-class schedules. Pricing a third-class envelope at as low as 1/9 the cost of a similar first-class letter is no longer supportable or fair.

The proposed change will be as difficult for newspapers that use third-class mail—for TMC programs and other purposes—to accept as it will be for other third-class mailers. But it is the right thing to do.

Newspapers recognized in the late 1960s when Congress decided to withdraw significant funds from second-class mail that they would have to pay higher postal bills. It was necessary to do this in order to make the Postal Service as self-sufficient as possible. So newspapers have already had to pass through a period where some of their rates have risen as much as 700 percent in a little over 10 years. Meanwhile, the rates for many third-class mailers have risen less than 100 percent during the same time.

The time has come, quite simply, for third-class mail to pay more of its fair share of the costs of maintaining the Postal Service. With ever-increasing, third-class volume, the need to make this adjustment has become more pressing.

While ANPA has staked out a sound position, our recommendations must undergo rigorous review by those who disagree. There will be many choices for us to make in this complex arena.

At the same time, newspapers must continually look after their own long-term interests. We need to look carefully at the rates that emerge from this rate case in the third-class category and look at our long-term interests in using third-class mail ourselves.

We need to look into the future and review our commitment to high-quality, second-class mail at the lowest possible cost. Are there positions or services we should advance more vigorously? Should we fight harder to stem the convergence of second- and third-class mail?

History is firmly on the side of maintaining a vital and flourishing second-class mail category. But the Postal Service sees little future there because volumes are barely stable. In Fiscal Year 1981, there were 9.96 billion pieces of second-class mail, and USPS projects only 9.9 billion pieces for FY 1985.

By comparison, the Postal Service sees a much brighter future in third-class mail. In FY 1981, USPS carried 33.6 billion third-class pieces, and it projects 46.9 billion in 1985.

Is it in our best interests to make certain the Postal Service has sufficient volume in third-class to be able to offer a reasonably low-priced service for newspapers that want to use it for TMC and other purposes?

Are there specific postal services not now offered which might be of special benefit to future newspaper operations?

The Joint Postal Task Force (ANPA/NAB/NNA) has developed a position in this case upon which the newspaper business is united. (See story, p. 00.) And we will advance it vigorously, while attempting to prevent others' proposals from being adopted by the Postal Rate Commission.

But the issue of what postal rates are in the overall best interests of newspapers and the public is one that will require careful and continuing attention for years to come.

All newspapers have a stake in this policy development and should make their independent views known. □

Maguire is vice president/general counsel of ANPA.

Discovery of PCBs in yellow inks sets off probes in California

The incident at the San Jose Mercury News prompted new procedures by the pigment supplier, an alert to ink companies from ANPA and lots of yellow-ink testing.

The discovery of unusually high levels of a form of the toxic chemical PCB in yellow inks used at the San Jose (Calif.) Mercury News has prompted investigations by the U.S. Environmental Protection Agency and state industrial safety and health officials, new procedures by the pigment supplier, an alert to ink companies from ANPA and lots of yellow-ink testing.

The only two ink companies thought to be involved and the yellow-pigment supplier have recovered the suspect inks and are now using only tested yellow pigment for newspaper inks.

At press time, the potential danger, if any, to those exposed to the ink was still unclear. It also was unknown how widespread the problem might be. At least three other California newspapers—The Sacramento Bee, The Peninsula Times Tribune of Palo Alto and The Tribune of Oakland—reported finding unacceptable levels of PCBs in their yellow inks after the San Jose incident was made public.

Discovery of the toxic ink was first made by the Mercury News in January, according to publisher P. Anthony Ridder. The paper issued a statement on the situation March 16, after a switch to another ink supply company and efforts to cleanse the inking system of contaminants failed to rid the system of the PCBs.

ANPA has issued a request to suppliers of color ink to the newspaper business that they test their products to ensure they are PCB-free.

The two manufacturers of inks that officials at the Mercury News described as containing a PCB "contamination" said they have taken steps to prevent a recurrence. However, neither company—Cal/Ink in Berkeley, Calif., and United States Printing Ink in San Leandro, Calif.—has identified all the newspapers to which the contaminated ink was supplied.

The producer of the yellow pigment used by both manufacturers—Magruder Color Co. of Elizabeth, N.J.—said an effort is being made to monitor its production processes more closely. And the Mercury News said it will conduct periodic monitoring of the yellow inks it uses—about 1.2 percent of its total ink usage.

The "contamination of a single dichlorobiphenyl isomer" was found in "routine testing" at the Knight-Ridder Newspapers-owned Mercury News, according to the newspaper's statement. Dichlorobiphenyl is a member of the group of synthetic chemical compounds known as polychlorinated biphenyls—or PCBs.

According to John B. Hammett, senior vice president, the tests were initiated at the request of the paper's safety manager, Lynn Frank, and were conducted by its insurance carrier, The Traveler's Insurance Co.

Analyses by another California laboratory and by ANPA at its lab at The Newspaper Center in Reston, Va., confirmed the Traveler's findings, he said.

Concentration level. The San Francisco regional office of EPA announced March 23 that results of the Mercury News' testing of the suspect inks for PCBs ranged from "non-detectable" to 4,100 parts per million. EPA spokesman Phil L. Bobel cautioned, however, that the chemical analysis for such PCB tests "is a difficult one, and we are not positive that the Mercury News' results reflect the actual values of PCBs."

Indeed, earlier estimates—from Publisher Ridder in a March 17 story in the Mercury News and from an official at the Magruder company, the pigment supplier—placed the level at about 1,000 ppm.

That is considerably above EPA-mandated levels for the manufacture, processing, distribution in commerce and use of PCBs. Concentrations above 50 parts per million generally have been prohibited by the EPA since 1979 under authority of the Toxic Substances Control Act.

However, EPA has exempted some companies, including some ink manufacturers, from that limit and is in the process of drafting a new regulation on the "uncontrolled use" of PCBs. An EPA specialist in the San Francisco regional office told presstime that because PCBs may be created as a by-product of the pigment-making process and are not deliberately inserted into the pigments, the use of PCBs in ink is considered an "uncontrolled use."

The San Francisco EPA office began an investigation into the San Jose case after reports appeared in the press. Office spokesman Bobel said, after announcing initial results from the Mercury News' tests, that EPA officials "don't anticipate that there would be a problem for the reader of the newspaper in any event."

A spokesman at EPA headquarters in Washington, D.C., said the agency considers PCBs to be a "potential human carcinogen." According to EPA's fact sheet on PCBs, "well documented tests on laboratory animals show that various levels of PCBs can cause reproductive effects, gastric disorders, skin lesions and cancerous tumors." PCBs may enter the body through the lungs, the gastrointestinal tract and the skin, and are stored in fatty tissues and a variety of organs, according to the fact sheet.

The Division of Occupational Safety and Health of the California Department of Industrial Relations also is investigating the San Jose incident and is conducting its own tests of the inks involved.

At this time, California does not have a state standard on PCBs in liquids, said division spokeswoman Dianne H. Deinstein, although a draft regulation would set the same 50 ppm limit as the EPA. However, the state does regulate airborne PCBs, along with other airborne contaminants. The division's probe will take about three weeks, Deinstein said.

Yellow ink production. Printing ink industry officials said PCBs inadvertently may be produced during the chemical process by which some yellow pigment is made.

"There's a yellow pigment widely used in printing ink that could conceivably contain low, but more than trace, quantities of PCBs," said James E. Renson, executive director of the National Association of Printing Ink Manufacturers. Because of this, he said, pigment manufacturers routinely test for PCBs.

"So far as we know, (the San Jose incident) is an unusual case," Renson said. "We would expect that these yellow pigments would be below 50 parts per million PCBs," the permissible limit set by EPA for manufacture, processing, distribution and use.

Renson said that a 1981 study conducted for the Chemical Manufacturers Association found that "commercial PCBs do not represent a carcinogenic risk" and that "the risk at low exposure is insignificant." He also asserted that the form of PCB found at the Mercury News is "less than one-fifth as hazardous" as other types of PCBs.

Response of the ink manufacturers. The ink originally found by the Mercury News to contain the contamination was supplied by Cal/Ink, a division of Detroit-based Flint Ink Corp.

In a prepared statement, Flint Secretary-Treasurer Thomas W. Clarke said Cal/Ink's own tests indicated that "a yellow pigment supplied to it by Magruder Color did not meet government specifications." He said "as a precautionary measure, Cal/Ink took steps to recover from its customer the ink which may have contained the yellow pigment with elevated levels of dichlorobiphenyl."

Cal/Ink "customarily relies upon the certification of its suppliers regarding compliance with government standards," Clarke said. Since the incident at San Jose, he said, Cal/Ink has discontinued the use of yellow pigment supplied by Magruder and is testing all incoming yellow pigment for "acceptable levels" of PCB.

Although it initially thought the Mercury News was the only newspaper affected, at press time Cal/Ink was testing retained samples of ink delivered to other newspapers in the area, Clarke said.

However, once the incident at the Mercury News was made public, other newspapers began checking their yellow inks, and at least three detected similar problems.

At The Sacramento Bee, Administrative Director Ray Steele Jr. said his newspaper immediately contacted Cal/Ink to test its yellow ink supply. One of three samples was found to contain PCBs at "an unacceptable level." The Bee had the ink company remove all the yellow ink from the plant, flush the system and replace the ink with another supply "certified as containing no PCBs."

Alan Tepper

ANPA chemist Wilson Cunningham extracts PCBs from ink sample prior to analysis in new laboratory at The Newspaper Center where expanded ink-testing program is conducted.

At The Peninsula Times, Phillip G. Quinton, production director, also contacted Cal/Ink when the San Jose news broke. The ink company, after obtaining the numbers of the two batches of yellow ink at the paper, removed one batch, tested it and determined a PCB level of 125 ppm, Quinton said.

At The Tribune in Oakland, Production Director James A. Granata said his paper contacted Cal/Ink March 19 immediately upon hearing about the San Jose incident and requested removal of all yellow ink in the plant. After removing the ink and flushing yellow and orange (as a precaution) ink tanks, The Tribune began using newly supplied inks. Subsequent tests on the suspect ink at The Tribune showed a PCB concentration of 144 ppm, Granata said.

Another incident involving Cal/Ink's yellow ink occurred in February at the San Francisco Newspaper Agency, which handles all non-editorial functions for the San Francisco Chronicle and San Francisco Examiner. Phillip L. Geyer, director of marketing services, said Cal/Ink advised the agency of the possibility that the papers had some contaminated ink. Agency President Joseph F. Barletta instructed the company to pump all the yellow ink from the tank, flush the system and test replacement ink.

Geyer said it was not determined whether the suspect ink was contaminated. The replacement ink, however, was found "to be well below acceptable normal limits" for PCBs.

According to Hammett of the Mercury News, once it was determined in January that ink supplied to the San Jose newspaper by Cal/Ink was contaminated, the newspaper switched to yellow ink from another supplier, United States Printing Inc. He said that ink also was found to contain the contamination.

In a prepared statement, United States Printing Inc. President Ronald C. Baker said upon receiving notification from the Mercury News of the "elevated levels" of dichlorobiphenyl, his company "immediately ceased production and shipment of all ink containing that particular yellow and switched supply to a tested on-spec yellow." He said his company also notified pigment producer Magruder that the yellow used in the San Jose ink was "off-spec" and returned to it all remaining pigment and finished product.

Meanwhile, Magruder President Allan Weissglass said since the company was notified in late January, every batch of yellow pigment it has produced has been tested by an independent testing laboratory and has "certified below 50 parts per million."

He said "several changes" had been made in the production process and it is "being monitored much more closely now."

Weissglass said he believes "most yellow pigments of this chemical makeup have unintentionally formed PCBs to some minor amount." He denied that their presence constitutes a health hazard. "The PCB, which in this case was a dichlorobiphenyl, is in pigments. It is occluded in the particles of the pigments so that it cannot be airborne and, therefore, as far as we know, poses no health hazard," he said. He added that there have been no health problems among employees who make the pigment.

Weissglass said he thought only two ink manufacturers, Cal/Ink and United States Printing Ink, were supplied with the pigment in question.

ANPA action. ANPA has written to 18 manufacturers of color ink calling the incident to their attention and asking them to conduct tests of their yellow inks "to be certain that they are free of PCBs." The letter, from ANPA Executive Vice President Jerry W. Friedheim, said ANPA was "prepared to be of appropriate assistance" to the ink companies in this effort.

"These manufacturers are virtually all the known suppliers of color ink to newspapers," according to ANPA Vice President/Technical William D. Rinehart.

Friedheim said ANPA first learned of the ink problem in San Jose in January when it was asked to confirm another laboratory's tests. After doing so, the Association was told that the tested batch of ink had been replaced. ANPA had no knowledge of the most recent situation until the newspaper discussed it last month, he said.

Pressroom employees at the Mercury News were informed of the ink contamination March 16, the day before Cal/Ink personnel conducted a day-long purging of the paper's yellow inking systems to get rid of any residue of contaminated ink.

Upon learning of the situation, the pressmen "complained angrily" that they weren't told earlier, according to a story published in the Mercury News March 19.

"We are the first ones to admit we are now open to second guessing as to why we didn't tell them back on Jan. 24," said Hammett. The reasons were, he added, that laboratory tests results at first conflicted and that the company had hoped to be able to report to employees that the contamination had been eliminated. He also said the newspaper was under no "legal requirement" to immediately inform them of the finding.

According to Hammett, company officials have held several meetings with representatives of the pressmen's union, have offered medical assistance to the employees and made sure that the two employees who mix ink have had a medical check-up.

A spokesman for Knight-Ridder Newspapers Inc. said the company did not believe that contaminated ink was being used by any of its other newspapers, but that all of them are having ink tests made. —*Margaret Genovese*

OSHA chief quits

Thorne G. Auchter resigned as head of the federal Occupational Safety and Health Administration, effective March 30. He became president of a Kansas construction company. □

Debate continues on VDT hazard issue

Charges and countercharges continue to swirl around the question of possible health hazards connected with the use of video display terminals, with no indication that the issue is abating.

At the federal level, Congress is conducting hearings—almost weekly—which could continue into the summer.

At the state level, bills affecting the use of VDTs have been introduced in 11 states. Connecticut and Maine have enacted laws relating to use of the machines [presstime, July 1983, p. 27].

ANPA is scheduled to testify in Washington, D.C., June 5 before the Health and Safety Subcommittee of the House Committee on Education and Labor.

In the past, ANPA has maintained that its experience in all types of radiation testing on VDTs showed no harm could come from exposure to them. The Association's Director/Technical Research George Cashau testified in that vein at state VDT hearings March 15 in Maine and March 16 in Connecticut.

But the congressional subcommittee has heard much other testimony alleging harmful effects from VDT use.

A representative of the Communications Workers of America told the subcommittee March 13 that "continued wear and tear" of the musculo-skeletal system of VDT operators "may result in a gradual deterioration of joint tissues."

"Of particular interest is the question of whether there is a link between VDT exposure and birth defects and spontaneous abortions," said David E. LeGrande, the CWA's occupational safety and health representative. "This concern has arisen as a result of the identification of several clusters of reproductive problems among VDT operators."

LeGrande said another issue "is the relationship between the possible inhalation of polychlorinated biphenyls (PCBs) from VDTs." PCBs are chemicals suspected of causing cancer.

"Additional scientific work needs to be performed to confirm or negate existing scientific findings," he said.

LeGrande urged that the subcommittee encourage NIOSH to initiate "comprehensive" research regarding potential health hazards associated with VDTs and to consider the adoption of legislation on VDT work environments.

Jackie Ruff, executive director of District 925 of the Service Employees International Union, told the subcommittee Feb. 28 of findings of a possible "cluster" of "pregnancy problems" at the United Airlines' West Coast regional office in San Francisco. (A United Airlines spokesman said there is no evidence that radiation levels from the company's VDTs reach or exceed any health and safety standards.)

Meanwhile, in Canada, the Hydro-Electric Power Commission of Ontario announced that a study by the government-owned electric power company showed that the electrical and magnetic fields created by VDTs fall well within the levels considered safe for operators. Hydro studied 63 terminals representing 40 different brands.

Also in Canada, a University of New Brunswick study determined that visual acuity can be adversely affected by as few as 15 minutes spent reading text from a VDT. The study said that VDT use causes fatigue in the edge of the retina, which affects peripheral vision.

In the United States, the states besides Maine and Connecticut in which VDT legislation has been introduced are California, Hawaii, Illinois, Massachusetts, New York, Ohio, Oregon, Rhode Island and Wisconsin. □

OSHA cancels 153 safety regulations as unnecessary

The Occupational Safety and Health Administration has revoked 153 regulations is said were unnecessary. All but four were "advisory" in nature: They used the word "should" or similar language instead of the mandatory word "shall."

OSHA decided to keep 41 of the "should" standards, including one involving workplace noise. Appearing as a footnote to an OSHA chart on permissible noise exposure levels, it says that when a worker is exposed to two or more periods of noise of different levels, their combined effect "should" be taken into account. OSHA said that the footnote is tied to the mandatory provisions of the chart and that the two must be read together [presstime, July 1982, p. 23]. □

ANPA panel airs government issues

Postal issues were identified at the March 6-7 ANPA Government Affairs Committee meeting as perhaps the top public-policy issue currently facing the newspaper business.

The newspaper industry's concerns were outlined by Otto A. Silha of Cowles Media Co., who heads the Joint Postal Task Force of ANPA, the National Newspaper Association and the Newspaper Advertising Bureau; and by W. Gilbert Faulk of Dow Jones & Co. Inc., chairman of the ANPA Postal Committee. (See stories, pages 42 and 43.)

John R. McKean, chairman of the Postal Board of Governors, told the committee that the U.S. Postal Service has decided to delay implementation of the next round of rate increases from late this year to early next year.

Some committee members expressed concern about delayed delivery of their newspapers. James V. Jellison, senior assistant postmaster general/operations group, who accompanied McKean to the meeting, replied, "There's no reason for you to live with that problem for an unreasonable period of time." He gave the publishers "an open invitation to contact me, and we'll solve those problems."

Another committee guest, retired Army Maj. Gen. Winant Sidle, said the military-civilian panel he chairs has drawn up eight specific recommendations on how the Pentagon should deal with the news media in future military operations [presstime, March 1984, p. 32].

Wording of the panel's recommendations, some with sub-recommendations, will be ironed out and sent to Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, probably in early April, Sidle said. The joint chiefs will then comment on the recommendations and pass them on to Secretary of Defense Caspar D. Weinberger.

Sen. Paul D. Laxalt (R-Nev.) and House Majority Leader James C. Wright Jr. (D-Texas) also spoke at the meeting. Both were asked about the Reagan administration's national-security directive that, among other things, called for pre-publication security reviews of items written by some government employees and for the expanded use of polygraphs to trace leaks of classified information to the news media. The administration has suspended implementation of those two requirements to allow bipartisan negotiations on the issue to go forth [presstime, March 1984, p. 30].

Laxalt said the directive was "far too strong" a reaction to the problem of unauthorized disclosure of information, although he added that there were "legitimate reasons" for the order. He predicted that Reagan will amend it into "something that's far more reasonable." But Wright said he believes the directive, which he called an "abomination," will "die aborning" except as it applies to staffers in "a few sensitive jobs."

(ANPA joined with the American Society of Newspaper Editors in protesting the directive in testimony Feb. 29 before the House Subcommittee on Civil Service.)

Regarding another freedom-of-the-press matter, the ANPA committee's First Amendment/Freedom of Information Working Group discussed the Athens, Ga., incident last October in which a federal marshal posed as a reporter in trying to serve court papers [presstime, Dec. 1983, p. 29.] Informed that a group of media organizations, including ANPA, is composing a statement protesting the practice, the working group said the statement also should spell out opposition to reporters' posing as government officials in the pursuit of news stories.

The committee's International Working Group was told the safety-of-journalists controversy that flared late last year [presstime, Jan. 1984, p. 39] may break out again in another form.

World Press Freedom Committee Executive Director Dana Bullen alerted the group to the possibility that an international symposium will be held in Latin America on the issue. He said the meeting is being organized by FELAP, a Latin American affiliate of the Prague-based International Organization of Journalists, with the involvement of UNESCO.

The committee also received a status report from Dr. Howard R. Brown, chairman of the ANPA Environmental Committee and medical director of The New York Times Co., on proposals to regulate video display terminals for health and safety reasons. (See story, p. 40.) □

Phillip J. Meek (left) of the Fort Worth Star-Telegram talks to Rep. Wright.

Act objections cited

The Comprehensive Crime Control Act passed by the Senate Feb. 2 contains several troubling provisions for the press, according to ANPA Counsel/Government Affairs Tonda F. Rush.

One of the most bothersome, she said, would establish a federal Office of Justice Assistance to help coordinate state law enforcement efforts in such areas as public information policy and record-keeping.

The bill, S 1762, is pending in five subcommittees of the House Judiciary Committee. It is one of several crime bills moving through Congress. They replace the long-standing effort to get one major criminal-code reform bill enacted. □

FOI amendment unlikely this year

It's doubtful the House of Representatives will follow the Senate in acting this year to amend the Freedom of Information Act, according to Capitol Hill observers.

Tonda F. Rush, ANPA counsel/government affairs, told the ANPA Government Affairs Committee at its March meeting the bill's chances of becoming law this year are "slim and none." The House Subcommittee on Government Information, Justice and Agriculture, has no enthusiasm for it and has not scheduled hearings, she reported.

Senate passage of S 774 came on a voice vote Feb. 28 that caught some government-watchers for the media by surprise. The bill contains some provisions supported by media organizations, but it has a number of features those organizations find objectionable. Chief among them is a proposed exemption for documents compiled in a probe of organized crime. □

ANPA proposes postal revisions to make 3rd-class fees 'fair'

Third-class mailers are not paying their fair share of postage costs while first-class mailers are overpaying, ANPA argued in written testimony presented in the pending postal rate case. The Association also said that the new rates proposed by the U.S. Postal Service will not rectify the problem.

As a solution, ANPA recommended that the Postal Rate Commission adopt a new fee structure that would result in what the Association termed "fair and equitable rates" for third-class.

The ANPA plan calls for adoption of a per-piece rate in addition to a per-pound rate—similar to the second-class structure. This could lead in some extreme cases to nearly a tripling of current third-class rates. (See chart.)

The per-piece rate would be 6.9 cents and the per-pound rate 39 cents. For example, a half-ounce mailing presorted to carrier route would be charged 8.1 cents. Mailing four ounces of presorted third-class matter would amount to a 118-percent increase over existing rates.

In addition, the Association proposed a new, separate charge for using detached mailing labels, which often are used in conjunction with "marriage mail"—that is, piggybacked advertising circulars. The proposal calls for a charge of 5 cents per card; currently, there is no per-piece charge for using the postcard-like labels.

In the example of a four-ounce mailing along with a detached label, the two proposed rate increases would translate into a 184-percent increase.

ANPA has asked the rate commission to review the detached-label issue.

Association comments were filed March 12 with the Postal Rate Commission as testimony in the current general rate case [presstime, March 1984, p. 28]. The testimony was prepared by economist Sharon L. Chown, executive vice president and co-founder of Industrial Economics Inc. of Cambridge, Mass.

Testimony also was filed by a number of other intervenors in the case, including the direct-mail firm Advo-System Inc. (see story, p. 28), Third Class Mail Association, The Coalition of Non-postal Media, and Warshawsky & Co., a mail order business. Advo proposed establishing a new, separate subclass of third-class for blanket delivery of unaddressed pieces, which have resulted in up to a 45-percent decrease in current rates. But the commission March 20 said it would not consider the proposal.

Third-class bulk mail per-piece cost (in cents) (presorted to carrier route)

	1 oz.	3 oz.	4 oz.	8 oz.	10 oz.	16 oz.
Existing	7.4	7.4	7.65	18.9	24.5	41.4
USPS proposal	9.5 (+28%)	9.5 (+28%)	9.5 (+24%)	19.0 (+0.5%)	23.8 (-3%)	38.0 (-8%)
ANPA proposal —detached labels not used	9.3 (+26%)	14.2 (+92%)	16.7 (+118%)	26.4 (+40%)	31.3 (+28%)	45.9 (+11%)
ANPA proposal —detached labels used*	14.3 (+93%)	19.2 (+159%)	21.7 (+184%)	31.4 (+66%)	36.3 (+48%)	50.9 (+23%)

*Composite figures combining charges for the unaddressed mail plus a separate, 5-cent charge for the detached label.

ANPA pointed out "three major deficiencies" in the Postal Service's proposed rates. First, the rate package "fails to recognize the improvements in service" accorded bulk third-class mail. USPS has "underestimated the value of service" now being provided that category, and "as a consequence, the amount of institutional costs allocated to this mail is too low," ANPA said. More importantly, USPS has honored third-class mailers' requested delivery days, the Association added.

Secondly, the USPS proposal "fails to reflect the effect of weight upon cost for mail weighing less than four ounces," the Association maintained. The USPS wants all pieces weighing four ounces or less to cost the same: 9.5 cents per piece. That four-ounce mark is called the "weight break." All pieces exceeding four ounces would be charged 38 cents per pound. The current weight break is 3.91 ounces at a cost of 7.4 cents. Mailings with pieces exceeding that weight break now are charged 45 cents per pound, with a 3.6-cent-per-piece discount available for presorting to the carrier route.

The third deficiency cited by ANPA is USPS' not recognizing "that a detached address label used in connection with a third-class flat is a separate piece of mail with a separate handling cost and value." ANPA essentially advocates charging the same rate for a detached label as third-class postcards presorted by carrier route—6.9 cents per piece and 39 cents per pound. But the Association acknowledged that detached labels help defray expenses of handling the marriage mail pieces they accompany to the tune of 1.9 cents per piece. Hence, ANPA advocated the 5-cent per-piece rate.

"Without these changes, the users of first-class letter mail are unfairly burdened," economist Chown said.

ANPA took no position on the Postal Service's second-class rate proposals. ANPA Vice President/General Counsel W. Terry Maguire said the second-class recommendation "strikes us as basically a fair proposal with respect to most rates."

However, Maguire said the Association reserves its right to comment on all matters in the case later in the proceeding.

After its filing, ANPA released a statistical summary stating that third-class mail is considered a "growth industry" for USPS. Volume in 1981 was about 34 billion pieces, and USPS projects it will rise to 47 billion pieces by fiscal 1985. □

Variables mean 2nd-class mail not always cheaper than 3rd

With many newspaper publishers considering use of second-class mail as a way to provide a total-market-coverage program, an ANPA analysis shows it is not always cheaper than third-class delivery.

"The caveat to publishers is that the many factors involved must be calculated before the potential for cost-cutting can be known," says Tonda F. Rush, ANPA counsel/government affairs.

Some of the most important pieces of the puzzle are circulation of the paid newspaper, how many copies of the paid paper are mailed each week, how much they weigh, and how much the extra edition weighs.

Those variables are applied to a variety of Postal Service rules, including the so-called 50-percent-plus-one rule, which requires that for second-class eligibility in most cases, more than half of a publication's circulation must be paid. Many publishers interpret the rule to mean, for example, that a newspaper with 10,000 paid copies—regardless of the method of distribution—may mail an additional 9,999 copies to non-subscribers at regular, second-class rates [*presstime*, March 1984, p. 28].

Another rule having an impact on the financial viability of second-class TMC is the 10-percent sampling rule. It allows newspapers to mail sample copies at cheap, in-county rates. This sampling provision can knock down the cost of second-class TMC considerably. According to the rule, the amount of weekly sample mail may be 10 percent of the average weekly mailed pounds of paid newspapers.

In addition to those rules, some publishers are relying heavily on Section 425.2, "Editions and Special Issues," of the USPS Domestic Mail Manual to support their use of second class for TMC. That section reads, in part, that "the following kinds of editions and special issues may be mailed at the second-class rates:

"a. Extra issues or editions published for the purpose of communicating additional news and information received too late for insertion in the regular issue or edition and not intended for advertising purposes.

"b. Separate editions of the issues of a second-class publication. Separate publications will not be accepted as editions."

Some second-class TMC vehicles' "newshole" has been filled with the kind of local "news" not found in the paid paper—club photos, for example. Others have carried wire-service features.

• • •

The ANPA financial analysis offers these theoretical examples:

1. Second-class TMC is financially *advantageous* for the fictitious News, a six-day, 25,000-circulation daily. The News each day mails about 2,000 copies (each about 4 ounces) to subscribers, all of whom live in the county of publication. It wants to mail 5,000 TMC copies (each weighing about 3 ounces) with 50-percent advertising to non-subscribers.

The cost to mail to subscribers is $62.50 a day: Per-pound charges are $20.50 (500 pounds at 4.1 cents) and per-piece charges are $42 (2,000 copies at 2.1 cents, the rate for second-class mailings that are presorted by carrier route).

Since the News mails about 3,000 pounds of paid papers a week, it may mail 10 percent of that weight, or 300 pounds (4,800 ounces), under the sampling rule. That means the News may mail 1,600 of the 3-ounce free papers at the carrier presort rate for $45.90.

The News may mail the remaining 3,400 free copies at second-class, regular rates at a cost of $244.90: Per-piece charge is $149.60, and per-pound costs are $40.80 for the non-advertising portion and $54.50 for the advertising portion.

Total cost to mail 5,000 non-subscriber copies, therefore, is $290.80, or 5.8 cents apiece.

In contrast, it would cost 27-percent more to mail at the third-class, carrier-route presort rate. That cost would be 7.4 cents apiece, or $370, a difference of $79.20.

2. Second-class TMC is financially *disadvantageous* for the fictitious Daily Tribune, which mails only 750 copies of its 25,000 paid circulation. The rest is delivered by carrier. Each copy weighs about 3.5 ounces. The Tribune wants to mail 24,000 copies of a TMC product weighing about 4 ounces and containing 50-percent advertising.

Under the sampling rule, the Tribune may mail only 402 copies at in-county rates, based on the 10-percent poundage rule, for $12.58. The cost to mail the remaining 23,598 copies at regular second-class rates is $1,983.68. Total non-subscriber mailing cost is $1,996.26, or 8.3 cents per copy.

Third-class mail for the free, 4-ounce pieces would be 7.65 cents apiece, or $1,836. The Tribune would save $160.26, by using third-class mail.

• • •

While these examples highlight financial variables, Rush points out that another consideration comes into play in the choice of classes—the level of service second-class mail receives. "Some newspapers mailing TMC products at second-class say it helps them provide better service for their advertisers because of the higher priority service traditionally guaranteed second-class," she said.

—C. David Rambo

'USPS your partner,' Bolger tells papers

In a speech before the National Newspaper Association, Postmaster General William F. Bolger denied that the Postal Service "has entered into a partnership with bulk business mailers and is competing with second-class mailers."

"The Postal Service is your partner, not your competitor," he told the newspaper executives at the NNA Government Affairs Conference March 8 in Washington, D.C.

Bolger made the comments after discussing the controversial detached-label issue. ANPA has petitioned the independent Postal Rate Commission seeking an end to the free use of the postcard-like labels to accompany "marriage mail" packages of advertising circulars.

ANPA contends that the detached labels and the ad packages are separate pieces of mail, that it is more expensive for the Postal Service to handle these two pieces of mail than a single piece, and that users should pay accordingly.

Bolger countered that the labels "are helping us contain our costs while handling this mail more efficiently. I can't apologize for that. That's our job, and doing that job more efficiently is what eventually adds up to keeping our rates as low as possible." □

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   - How to identify libel
   - Who can be libeled?
   - Subjects which signal the alert
   - The 10 most common libels
2. **Public and Private People**
   - The double standard: "actual malice" vs. negligence
   - How to tell who's who and why it matters
   - Historical perspective (Or, if you think it's bad now...)
3. **Actual Malice: Knowing or Reckless Falsity**
   - Assessing your sources
   - The risks with a single or anonymous source
   - Following-up significant leads
   - Confronting the subject
   - Impact of reporter's bias
   - Notes as weapons against the reporter
4. **Negligence: Less than Reasonable Care**
   - Avoiding the 3 most common pitfalls
   - How to improve accuracy
   - Implementing verification procedures
   - Preference in the law for official sources
5. **Building Libel Protection and Defenses into Your Copy**
   - Examining copy for potential libel
   - Reviewing the editorial process step-by-step
   - Taking advantage of official records and proceedings
   - Making the opinion privilege work for you
   - Easy-to-follow guidelines and checklist

WORKSHOP TWO:
EMBARRASSING TRUTHS, COLORFUL LIES AND MEAN METHODS

6. **Embarrassing Truths**
   - When truth is no defense
   - What the courts consider newsworthy
   - Intimate revelations and community mores
   - Dredging up the past
   - Unwanted publicity, unwilling subject
   - Avoiding the 10 most common errors
7. **Colorful Lies and Unintentional Distortion**
   - What creates a false impression: "false light"
   - How to detect fictionalization
   - Editing that distorts
   - Easy rules for headlines and captions
8. **Photographs: Rights and Limitations**
   - Newsworthy photographs from a public place
   - The essentials of an effective release
   - When the subject's consent is needed
   - How the law defines commercial use
   - Special handling of minors, inmates and the disabled

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   Avoiding subpoenas to your reporters
   Responding to demands for corrections
   Focus on advertisements and letters to the editor

The format of the seminars is to have one of the Mutual Company's representatives from its U.S. General Counsel's office, Hanson, O'Brien, Birney & Butler in Washington, introduce Ms. Dill and the general subject matter of the seminar. Ms. Dill then takes over the meeting with support from the lawyers for the balance of the day. Ms. Dill incidentally was a lawyer with the New York Times staff from 1979-1983, and prior to that for five years, was with Fish & Neave, a patent and trademark litigation firm in New York City; was an honor graduate of the Medill School of Journalism in 1966; and received her M.A. from Columbia University in 1969; and prior to entering the practice of law, was an editor with Holt, Rinehart & Winston in New York City.

We call this to your attention because the seminars already held in Ohio, West Virginia, North Carolina and Bermuda have proved most rewarding to the reporters, editors and publishers' representatives attending these meetings.

This is not the usual seminar and the only requirements are that the sponsoring organization, whether it be a State press association, an individual newspaper, or a group of newspapers in a local community, provide the hall and a lunch for the participants, as well as a reception following the seminars so that all participants can linger and ask any questions that have been pent up during the course of the day, although the format is one which produces very heavy audience participation.

With more than 4,500 libel suits in the hands of the Mutual Company in the last 20 years, it seemed to us that this was an approach worth considering. We are glad it appears to be maturing and is being helpful to the newspaper business in this country and Canada.

FIRST AMENDMENT INSURANCE

Interest in this insurance continues to grow. It apparently is the only insurance which allows certain antitrust claims to be insured and there are now nearly 400 participants in the program. We urge you to avail yourselves of information on this insurance so that you do not wait until too late to have yourselves covered. It covers costs of defense and also costs of offense, under appropriate circumstances. It is a policy unique in the history of the insurance business.

STRIKE INSURANCE

This insurance is available only through the Territorial Insurance Company Limited. The closing date for entry is June 30, for this can only be entered once a year for obvious reasons. Please get the information from the Mutual offices to assist you. Detailed information is available from the Mutual offices listed herein. The insurance year is from July 1 to June 30.

U.S. reports UNESCO's impact on freedom of the press

Although the United States has announced its intention to leave UNESCO at the end of this year for a variety of reasons, the State Department has reported to Congress that UNESCO violations of press freedom alone would not be sufficient to justify cutting off U.S. funds for the international body.

In an annual report to Congress required by the so-called "Beard amendment," the department concluded that "UNESCO is not, at this time, actively implementing any policy or procedure" against press freedom that would, by itself, necessitate withdrawing U.S. support.

The Beard amendment, which was attached to a 1982 budget authorization bill, makes U.S. funding contingent upon UNESCO's not "implement[ing] any policy or procedure the effect of which is to license journalists or their publications, to censor or otherwise restrict the free flow of information within or among countries, or to impose mandatory codes of journalistic practice or ethics."

Dissatisfaction with proposals to restrict the press was one of the reasons cited in the Dec. 29, 1983, announcement of withdrawal, which also included charges that UNESCO had unnecessarily "politicized" social and economic issues and had failed to control spending. The United States is currently UNESCO's largest contributor, supplying one-fourth of the regular budget [prestime, Feb. 1984, p. 32].

Prior to its release of the Beard amendment report, the State Department also made public a report analyzing the impact of U.S. withdrawal from UNESCO on specific issues.

Regarding communications, the analysis stated that "although the recent 22nd General Conference debate on [communications] gave evidence of a new and welcome degree of moderation, there is serious question whether that moderate spirit will grow or diminish."

With regard to Third World proposals for a "new world information and communications order," the report was particularly cautious. "It has not been demonstrated that there has been a significant and lasting change of attitude on communications issues" by countries supporting the NWICO, said the report, "and the program itself, as opposed to the accompanying rhetoric, emerged from the Conference little damaged."

The 65-page analysis—five pages of which were devoted to communications—cited specific "problem areas" in UNESCO's treatment of communications issues, beginning with the charge that "the work of the Division of Free Flow of Information . . . is predicated on assumptions inimical to traditional Western notions of a free press." To wit:

Amadou-Mahtar M'Bow

- Key phrases in the United Nations agency's 1984-85 draft budget "could serve as pegs for increasing state control of the press"—such as "responsibilities," "safety" and "adequate working conditions" of journalists.
- Some programs "could lead to the establishment of normative codes for the media"—such as definition of nations' "rights" to communicate or determine appropriate "roles" for the press.
- Proposed studies—into such things as "dissemination of false and distorted information" and "relationship of economic conditions and access to media"—could open the door to more government control of news.

Noting that UNESCO activities in communications and information are wide-ranging and communications projects generally well-received by developing countries, the report listed several alternate ways for the United States to contribute to communications in developing countries without membership in UNESCO:

- Acting through the United Nations special political committee, which debates information policy twice a year
- Increasing bilateral assistance to Third World nations by the U.S. Agency for International Development and the U.S. Information Agency
- More activity by non-governmental groups in the United States.
- Contributing bilaterally to promising projects of the International Program for the Development of Communication.

In a related development in March, it was reported that UNESCO Director General Amadou-Mahtar M'Bow had agreed to allow the U.S. General Accounting Office to review UNESCO finances. After reports of the arrangement appeared in the press, a spokesman for M'Bow said the director general had agreed to Rep. James H. Scheuer's (D-N.Y.) proposal only if UNESCO was approached through "established procedures."

The proposed review was further complicated by a mysterious fire which swept through UNESCO headquarters the night of March 21. Although a UNESCO spokesman said no documents concerning staff, budget or financial administration were affected by the fire, it was announced at a New York press conference that the center for incoming and outgoing mail was almost completely destroyed.

Following his questioning of the review and before the fire, M'Bow called for a UNESCO-appointed commission to investigate the "smear campaign" against him, and 23 industrial countries joined the United States in presenting a series of changes they would like the international body to make.

In late March, the State Department announced appointments to a 12-member panel representing UNESCO's areas of interest to evaluate UNESCO's performance in 1984 and to advise the secretary of state whether the U.S. decision to withdraw should be reconsidered.

Panel members of particular interest to the press include: Harold W. Andersen, president of the Omaha World-Herald Co., chairman of the World Press Freedom Committee and a past president of the International Federation of Newspaper Publishers; Leonard Marks, attorney, former director of the United States Information Agency and chairman of the U.S. delegation to the recent World Administrative Radio Conference; columnist Michael Novak and author James Michener.

Chairing the panel will be James Holderman, president of the University of South Carolina, who also heads the U.S. National Commission for UNESCO.

—Marcia Ruth

France considering press ownership law

During its spring session which begins April 2, the French Senate will consider a controversial bill that would limit ownership of newspapers and magazines and cause the breakup of the nation's largest newspaper group.

The subject of heated debate before passing the National Assembly, the proposal is reportedly aimed at newspaper magnate Robert Hersant, who owns three national dailies—Le Figaro, France-Soir and l'Aurore—and more than a dozen regional and local papers.

While the current Socialist Party government says the measure is designed to preserve press "pluralism" by limiting media ownership by one person or group, opponents say the legislation is a thinly veiled attempt to curtail the reach of Hersant's conservative views, and to assert government control over newspapers [**presstime**, Dec. 1983, p. 15].

Revised many times in the legislative process, the version that passed the National Assembly Feb. 13 would place a ceiling on the daily newspaper circulation one person or group could control—not more than 15 percent of national or provincial circulation, or 10 percent of both. Hersant's publications exceed those circulation ceilings, and he would be required to divest some of his holdings under the Assembly-passed bill.

The legislation would also require newspapers to furnish the public with certain information about their publishers, owners and directors, and would establish a commission to see that the press pluralism law is carried out. As proposed, the nine-member commission would be appointed by the president of France, the presidents of the National Assembly and Senate, and other high government officials. □

International meetings

Two international press meetings will be held this spring—the International Federation of Newspaper Publishers May 21-23 in Paris and the International Press Institute June 10-13 in Stockholm.

Executives of ANPA-member newspapers are eligible to attend the annual congress of the publishers' federation, known as FIEJ, and registration forms are available from the ANPA Government Affairs Department. Information on the IPI meeting may be obtained from that organization's London office. □

WORLD PRESS NOTES

• The South African government dropped charges March 12 against two journalists accused of violating press laws that make it a **crime to quote a "banned" person**.

Allister Sparks, a South African who writes for The Washington Post and other publications, had been charged with quoting the wife of the imprisoned leader of the black nationalist African National Congress. Bernard Simon, a stringer for the Associated Press and other news organizations, had been charged with helping him obtain the information, as had Sparks' wife [**presstime**, June 1983, p. 17].

• Jeremy Levin, the Beirut bureau chief for Cable News Network, has been **missing** since March 7. Edward Turner, an official of the Atlanta-based network coordinating search efforts in Beirut, said he assumed Levin had been kidnapped, and "street talk indicates that he's still alive."

• The government of Paraguay **detained the publisher** of the country's leading daily, ABC Color, March 16 for refusing to divulge the name of the person who interviewed the head of a dissident faction of the ruling Colorado party. By press time, Aldo Zuccolillo had not been released.

• The Inter American Press Association is seeking suggestions from member newspapers and wire services for a booklet on **safety for journalists** on dangerous assignments.

Send reports of experiences and suggestions to IAPA, 2911 NW 39th St., Miami, Fla. 33142

• The Cayman Islands has **imposed a duty on newspapers** that cover local news but are printed outside the country.

The 20-percent tax affects only The Cayman Pilot, which is printed in Miami and maintains the new law is an attempt to "muzzle an independent press."

Equipment for sale by member papers

Two Autocomp PCI-100 tape perforating keyboards, one Roytron series 500 paper tape punch, one Compugraphic 7200 photo display machine 14-72 pt., one Brown Ultra-lite 5000 platemaker. Make offer. Contact J. T. Haley, production manager, The Courier, 701 W. Sandusky St., Findlay, Ohio 45850; (419) 422-5151.

Bell & Howell Microx microfiche, instant image recording system. Complete, unused, still crated. Installation and service available from Bell & Howell; 35 percent off. Contact Purchasing, The Washington Times, 3600 New York Ave. NE, Washington, D.C. 20002; (202) 636-3068.

Nine Fairchild TTS machines plus assorted spares, two Shaffstall tape drive units, one High-speed punch from Compuscan 170 system, one Film-O-type machine with filmstrips, assorted Compuscan parts such as a tape reader, memory, computer, etc.
Also, Digital Equipment Corp. equipment: two PA611P high-speed paper tape punches, two PA611R high-speed paper tape readers, two DEC cabinets—two punch and two reader controls each, complete with power supplies ready to be installed into a system, interconnection cables for above, one H320 level converter for low-speed wire service input.
Contact Steve Cavrich, The Patriot-News Co., P.O. Box 2265, Harrisburg, Pa. 17105; (717) 255-8233 or 255-8270.

Hendrix 6400 front-end system, with eight Edit III terminals. Excellent unit, always under full-service contract. Available immediately, $22,000.
Also, Harris Computype double-wide system, with six floppy disc drives, six Compuedit terminals, three of which can be used for classified; Computype classified system and interface units included. Available immediately, $10,000.
Also, six Titus 1700/Z 6K terminals, $250 each.
Contact Marc W. Anthony, Star-Herald Publishing Co., Scottsbluff, Neb. 69361; (308) 632-0670.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Cable television regulatory bill could reach House floor this spring

A bill establishing a new regulatory framework for cable television may yet emerge from the House Energy and Commerce Committee this year, the chairman of that committee told the ANPA Telecommunications Committee.

U.S. Rep. John D. Dingell [D-Mich.], at the ANPA committee's semiannual meeting in March, said that a cable-TV regulatory bill could be before his committee for approval after Congress returns from its Easter recess April 23.

The cable bill's progress bogged down in a dispute between cities and the cable industry after the House Telecommunications Subcommittee approved a bill, HR 4103, last November [presstime, Dec. 1983, p. 24]. Negotiations between the two groups now are "on track," Dingell said. The Senate passed a cable regulatory bill last June.

Dingell also said he remains hopeful that members of his committee can reach "some accommodation" on a broadcast deregulation bill. But he opposes efforts to get Congress to repeal the fairness doctrine and equal time provisions of the Communications Act. "These issues will probably be with us for some time," he predicted.

The ANPA committee formed a Telephone/Telecommunications Opportunity Action Group to explore opportunities for newspapers in telephone-related technologies and to open lines of communication between the telephone industry and the newspaper business. The group will be chaired by Thomas Pace, communications counsel for Dow Jones & Co. Inc.

Dingell is flanked by Larry Fuller (left) of the Sioux Falls (S.D.) Argus Leader and James K. Batten of Knight-Ridder Newspapers Inc.

The Monitoring Subcommittee recommended, and the full committee agreed, that ANPA should publish a calendar of telecommunications events and a directory of newspapers' telecommunications projects, should produce a report on public-access videotex and should hold a workshop on that subject.

The Training Subcommittee endorsed the call for a workshop on public-access videotex and recommended another workshop on ways newspapers can use telecommunications. □

BellSouth move opposed

In comments filed with U.S. District Court Judge Harold H. Greene, ANPA said that BellSouth Corp. should not be allowed to distribute computer-based maps and computer software over its "monopoly lines."

BellSouth asked for a waiver from the AT&T divestiture consent decree to allow it to market the maps and to license and market the computer software used in conjunction with them. The products and services would be used by firms such as cable TV systems and utilities to keep track of the location of equipment, distribution systems and facilities.

In its filing, ANPA said it is not clear from BellSouth's petition how it would distribute the products. Should the utility seek to distribute them electronically over its own lines, the "diversity principle" embodied in the consent decree would be violated, the Association noted.

Atlanta-based BellSouth is one of the companies that was spun off as a result of the divestiture of "Ma Bell" [presstime, Jan. 1984, p. 10]. □

Cable TV session set

An ANPA-sponsored meeting for newspaper cable TV project managers, which was postponed in February, has been rescheduled to coincide with the June 9-13 ANPA Operations Management Conference & Exposition in Atlanta. □

TELECOMMUNICATIONS NOTES

• Publisher Rupert Murdoch's News International Corp. March 17 **sold back to Warner Communications** Inc. its 8.5 percent interest in Warner for about $172.6 million, netting Murdoch a reported profit of about $40 million. The transaction effectively ends Murdoch's recent effort possibly to take over Warner. [presstime, Feb. 1984, p. 31].

• Grassroots America, a new **videotex farm and business data base,** is being introduced in the United States this summer. The initial markets will be Maryland, Delaware and Pennsylvania.

Using personal computers, videotex hardware and modems, Grassroots America clients will be able to retrieve information concerning weather, livestock and crop prices, commodity exchange statistics and other data for $15 a month.

Grassroots America is a joint venture of Videotex America, owned jointly by Infomart and Times Mirror Co., and three agricultural cooperatives.

A similar service is planned for California [presstime, Dec. 1983, p. 24].

Courts

Press handed 2 libel setbacks

The U.S. Supreme Court, in two unanimous decisions, has ruled against publishing companies in libel cases.

The March 20 twin rulings held that libel plaintiffs can make reporters and editors respond to suits in states other than those in which they are based, and that plaintiffs can go "forum shopping" for the most advantageous jurisdiction in which to bring libel suits.

The court's actions clear the way for trials in a $20-million lawsuit against the National Enquirer and two of its editorial employees, and an $80-million suit against Hustler magazine.

In both opinions, written by Justice William H. Rehnquist, the court rejected media claims that the First Amendment gave the press special protections against being sued in court jurisdictions distant from defendants' offices or employees.

The first case, *Calder v. Jones*, involved the ability of a California plaintiff to sue an editor and reporter from the Florida-based National Enquirer. A California court had upheld the plaintiff's right to sue in a California court even though the only contacts of the editor and reporter with the state of California appear to have been phone calls made in connection with the story.

"An individual injured in California need not go to Florida to seek redress from persons who, though remaining in Florida, knowingly cause the injury in California," wrote Rehnquist. ANPA filed an *amicus curiae* brief in the case with other press groups, stressing the burden such a ruling would create on widely circulated publications [presstime, Oct. 1983, p. 12].

In the other case, *Keeton v. Hustler Magazine Inc.*, a libel plaintiff sued the company in the only state where the statutory filing time had not expired—New Hampshire. Hustler argued that because New Hampshire accounted for less than 1 percent of its total circulation, New Hampshire could not exercise jurisdiction over the case. Hustler is an Ohio corporation with its principal place of business in California. "There is no justification for restricting libel actions to the plaintiff's home forum," Rehnquist said.

ANPA Vice President/General Counsel W. Terry Maguire said he did not regard either opinion as having a "significant" impact on newspaper libel litigation. The decision involving the National Enquirer "does not alter existing law" that determines jurisdiction mainly on the basis of a party's "contacts" with a state, and the Hustler decision does not "significantly" change the underlying law, he said.

Maguire noted that the high court is expected to hand down decisions in three more libel cases this term, and one of them, *Bose v. Consumers Union*, is expected to be of "critical importance." In that case, the court will decide whether appellate courts should be able to examine independently the record in a libel case to ensure that a trial court has properly applied the governing constitutional law. □

COURT BRIEFS

• The provincial government of Ontario is considering increasing the statute of limitations of a number of Ontario laws including those of libel and slander. Some media-law observers say the change **could spur nuisance libel suits**.

The bill would increase time allowed for filing suit from three months to two years after the objectionable item was published or broadcast. It would increase the time people have to notify a newspaper that they intend to take legal action from six weeks to three months.

The Canadian Daily Newspaper Publishers Association, the Canadian Press and Broadcast News Unlimited have opposed the bill, saying current limitations "are both fair and workable and there does not appear to be any demonstrated reason for the changes contemplated. . . ."

The change in Ontario would bring the province more in line with U.S. laws.

• The City News Service of Los Angeles has filed suit in U.S. District Court charging United Press International with **unfair trade practices** with its "Metrowire" local news service.

The service provides local news not only for media clients but also for non-media clients such as government agencies.

CNS alleged that UPI, which nearly doubled its Los Angeles bureau staff recently, is pricing "Metrowire" below cost.

Transportation

Rail unions seek 30% pay hikes

The first amendments to be proposed in current negotiations on existing U.S. railroad labor contracts have been submitted by both labor and management.

The United Transportation Union and the Brotherhood of Locomotive Engineers are asking for wage increases of 10 percent each year over three years. The National Railway Labor Conference, the bargaining arm of most of the nation's railroads, is proposing a two-tiered pay system with newly hired workers' pay structured lower than that of existing employees, as well as elimination of cost-of-living adjustments.

Technically, railroad contracts never expire, but the moratorium on reopening the current three-year agreement ends June 30. □

ICC probes acquisition of barge carrier

The Interstate Commerce Commission is conducting hearings on whether to allow CSX Corp., a railroad holding company, to take over American Commercial Barge Lines, a large barge carrier.

However, the proposed takeover is running into stiff opposition from coal, grain and chemical interests, electric utilities, the Tennessee Valley Authority and the Water Transportation Association.

Opponents contend the takeover would violate the Panama Canal Act, which prohibits railroads from owning water carriers unless it can be shown that competition will not be reduced, prevented or eliminated, or that there is a compelling public interest to have the merger. □

Longshoremen agree to 3-year pact

A three-year agreement was ratified between the International Longshoremen's Association and waterfront management at Atlantic and Gulf ports in the United States.

ILA workers receive a $1-an-hour increase in each of the three years, raising their base pay to $17 hourly. Dockworkers had been working under an interim contract that had been in effect since Oct. 1 [presstime, Feb. 1984, p. 49]. □

Lack of press support cited in council's shutdown

After failing in efforts to raise new funds and restructure itself, the National News Council voted to go out of business at the end of March.

Created 11 years ago to monitor fairness and accuracy in major U.S. news media, the council's decision to cease operations was not due primarily to lack of funding, according to council President Richard S. Salant, but to "lack of press support."

"We weren't making much of a dent," the former CBS News president said prior to the council's March 22 vote. "The press in general doesn't think we're at all useful."

The council was established in 1973 to receive and investigate complaints about the media. After investigations, the council issued non-binding rulings which carried no penalties.

It handled 242 complaints about news coverage and ruled that 82 were at least partially warranted.

Supporters of the concept hoped the council's decisions would be widely covered by the press and hence attract substantial public attention.

Such was not to be, however. Salant said the council received some support from small newspapers and broadcasters but was never accepted by the larger "bellwethers" among the media.

The council recently had embarked on a campaign to bolster its $350,000 annual budget by raising $500,000 in "emergency funding to make structuring changes and add staff" [presstime, Jan. 1984, p. 44]. Fund-raising efforts were not fruitful, although Salant said, "That's only a symptom of the deeper problem" of lack of media support.

He said the remaining funds, files and records of the council will be turned over to the University of Minnesota's Walter Library. The university's school of journalism "will be able to study our experience and try to analyze the strengths and weaknesses, and see whether something can replace it."

The vote to disband was 9-3. Council members declined to say how they voted, although Salant said he voted in favor of the termination. Four full-time and two part-time staff members will lose their jobs, Salant said. □

C. David Rambo

UPI President William J. Small (left) listens as Robert Lewis of Newhouse News Service speaks at the dedication of the World Headquarters of United Press International in Washington, D.C.

Newspaper design contest deadline set

The deadline for submitting entries to the Society of Newspaper Design competition is May 5. The contest, called "Fifth Edition," is open to all newspapers published anywhere in the world.

Full pages published by newspapers will be evaluated on editorial and design objectives.

Contest winners will be announced at the Society's awards banquet Oct. 11-14 in Toronto.

For information, contact Ray Chattman, Society of Newspaper Design, at The Newspaper Center. □

Writers' expertise noted in stories

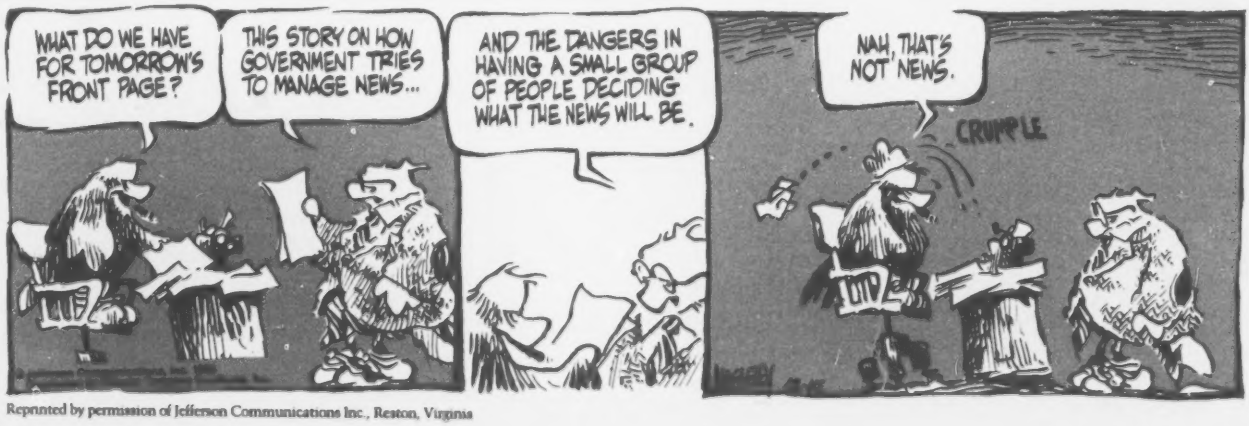
The Associated Press has begun providing "editor's notes" with some of its major pieces to specify the credentials of the writer.

Types of stories that the notes will accompany are news analyses and articles that use unattributed sources.

AP Managing Editor Wick Temple said the notes are intended to tell the reader that a correspondent has sufficient background to write on the subject. □

'Shoe'

By Jeff MacNelly



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ANPA's role in research is discussed

The ANPA Readership and Marketing Committee devoted a considerable part of its March 12 meeting to defining an appropriate role for the Association to play in newspaper research.

Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University's S.I. Newhouse School of Public Communications, gave a final report on the ANPA News Research Center, terminated by ANPA in January [presstime, March 1983, p. 56].

Although it was the consensus of the committee that so much research is being done by individual newspapers that it is not necessarily up to ANPA to produce more, a number of committee members stressed the continuing need to coordinate and make existing research available to more newspapers.

Without reaching a conclusion on what form an ANPA research component should now take, the committee approved a resolution stating that "an important research priority of ANPA should be to preserve and extend the archival function which, in the past, has been carried out by the ANPA News Research Center."

Also at the meeting in Washington, D.C., Director of Market Research Beverly Barnum reported that her company, Harte-Hanks Communications Inc., will conduct a 10-market study of the interests and attitudes of Hispanic readers.

In a similar attempt to determine the interests and attitudes of black readers, the American Society of Newspaper Editors will conduct a survey in six cities, beginning with Richmond, Va., said Robert M. Stiff, editor of the St. Petersburg Evening Independent.

Taking a national view of readers' attitudes towards newspapers, Louis D. Boccardi, executive vice president of the Associated Press, led a discussion of reasons why the public is unhappy with the press.

During 1984, the committee will be working on two projects approved by the ANPA Board: Pulling together newspaper "success stories" of efforts to increase readership and circulation, and organizing a conference on single-copy sales in cooperation with the International Circulation Managers Association. A planning group headed by Seattle Post-Intelligencer Publisher Virgil Fassio was established. □

Polls don't have big turnout effect

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Journalists sometimes wonder if pre-election polls affect voter turnout. A recent survey in Rochester, N.Y., indicates that this may be the case for some voters, but not many.

A random sample of registered voters who didn't vote in an election involving state, county and local offices was interviewed. Respondents were asked how important various factors were in their decision not to vote. Four percent did say that polls showing candidates they liked were too far behind was an important reason. Another 4 percent said polls showing candidates they liked were far ahead was a very important reason.

However, there were four other factors cited much more often as very important reasons for not voting. These were: lack of interest in the election, 26 percent; a feeling that all the candidates were the same, 18 percent; a feeling that local elections really don't matter, 12 percent; and illness on election day, 11 percent.

Richard F. Niemi, a faculty member at the University of Rochester, and two of his graduate students, Grace Iusi and William Bianco, conducted the study, which was reported in the Autumn 1983 issue of Journalism Quarterly.

• • •

Are business executives public figures or private figures for libel purposes? An examination of libel decisions in all federal and state courts since the *Gertz v. Welch* decision 10 years ago found mixed results.

There were 18 cases involving business executives in which the question was addressed. Eight of the 18 plaintiffs were found to be public figures, and only one won his suit. Ten plaintiffs were considered private figures, and four of them won, although two of those verdicts were reversed by appeals courts.

It thus is pretty nearly a flip of the coin as to whether or not a business executive will be considered a public figure. For newspapers, that means a business-executive libel plaintiff may only have to prove negligence (private figure) rather than reckless disregard (public figure).

This study by Tobert E. Drechsel, assistant professor of journalism at the University of Wisconsin, and Deborah Moon, assistant editor for the Society of Mining Engineers, appeared in the Winter 1983 Journalism Quarterly.

• • •

We've all heard and read discussions of how journalists' orientations to their work and their profession are changing. We've heard about traditionalists and activists or participants. And some researchers have suggested there's a third group, which they've labeled interpretative.

How do these orientations affect their beliefs about journalism? Hugh M. Culbertson, professor of journalism at Ohio University, has some answers based on a study of journalists at 17 dailies.

Traditionalists emphasize local and spot news, downgrade interpretative and national-international material and give considerable weight to reader interest in judging news. They assume reader interest is highly similar to their own.

Interpretative journalists downgrade local news and emphasize national news, but not international news. They stress investigative reporting and spot news, but downgrade human interest. They are relatively unconcerned about reader interest and assume that their own news judgment may differ from reader interest.

Activists also downgrade local news, but stress international news. They do not stress national news, however. They also stress investigative reporting and downgrade human interest, just as the interpretative journalists do. And, like the interpretative journalists, they feel their news judgment differs from reader interest.

The three perspectives thus could produce very different newspapers. The study is in Journalism Monographs No. 83. □

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Canadians see J-grads more positively

Managing editors of Canadian dailies are more positive in their attitudes and views toward journalism education today compared with five years ago, according to a recently completed survey by the Canadian Daily Newspaper Publishers Association's Editorial Services Division and Research Committee.

However, while seemingly pleased with graduates of journalism schools, the editors "are likely to be more satisfied with university graduates who have not studied journalism," the report said.

The 1983 study was a follow-up to a 1978 survey that showed 32 percent of the editors felt journalism education had improved in the previous five years. In 1983, 40 percent indicated they held more positive views.

CDNPA said the 53 dailies participating in the survey were "reasonably representative" of the geographic distribution of newspapers across Canada, although French-language dailies were under-represented. The responses also were representative of circulation sizes across the country.

The educational areas found most lacking in the journalism graduates hired were grammar and spelling. Fifty-seven percent of the respondents said grammar was the most serious deficiency and 48 percent said spelling. Other areas cited were accuracy (31 percent), curiosity (20 percent) and sense of news value (19 percent).

Asked what areas the editors thought have shown improvement in the last five years, the editors replied the graduates' general knowledge, followed by their integrity and ethics. "In many ways," the report said, "these improvements coincide with some of the courses that schools have added over the past three years such as law, public affairs, labor, copy editing and business/economics."

The technology explosion appears to have changed many managing editors' attitudes about schools providing training on video display terminals and other electronic equipment. While the vast majority of editors in the 1978 survey said training on such equipment was not important because it could easily be done on the job, such was not the case in the 1983 survey. CDNPA found that 59 percent of the respondents felt training on VDTs and other electronic equipment was important.

The employment outlook for journalism graduates in Canada is positive, the survey found. There will be about 300 new jobs on dailies over the next two years, excluding staff turnover. In the past three years, almost 1,900 journalism students have graduated from Canada's colleges and universities, and about 870 of them were absorbed by dailies.

Despite the schools reporting an increase in the number of females aspiring to be journalists (the 1982 graduating class averaged 61 percent female), more males than females continue to be hired by daily newspapers, the survey found. □

Newspaper in Education Week was celebrated March 5-9. Helping promote the event was St. Louis Cardinals star shortstop Ozzie Smith who accompanied Post-Dispatch NIE officials to schools.

World's media systems explored in detail by professors

Treatises about concepts and functions of the media in First, Second and Third World countries are assembled by L. John Martin and Anju Grover Chaudhary in *Comparative Mass Media Systems*.

Martin, professor of journalism at the University of Maryland, and Chaudhary, assistant professor of journalism at Howard University in Washington, D.C., wrote the first section and edited the rest of the book, which contains contributions from 17 other academic media specialists. The authors explore the contrasts in news treatment in Western, developing and Communist societies.

Subjects covered include world mass media systems; the nature and treatment of news; role of mass media; mass media as vehicles of education, persuasion and opinion making; mass media as vehicles of entertainment; mass media economics; and the concept and practice of press freedom.

The 356-page hardback book is available for $25 from Longman Inc., 1560 Broadway, New York, N.Y. 10036. □

Econometrics employed to examine aspects of cable television

The Economics of Cable Television are investigated in a book of that title by G. Kent Webb, manager of the Electronics Industry Econometric Service for a subsidiary of Data Resources Inc.

Webb draws upon the technique of econometrics—the application of statistics to economic problems—to examine the effects of marketing and regulation on cable television.

One of the author's conclusions is that cable television is "a natural geographic monopoly and should be subject to some form of price control."

His 197-page study begins with a technical and historical overview of the cable television industry from its inception in 1948 in Mahoney City, Pa., through proposals made in 1982 for a cable system in Philadelphia.

Additionally, Webb presents information about cable television costs, demand and pricing for services.

The hardcover book is available for $22.95 from Lexington Books, 125 Spring St., Lexington, Mass. 02173. □

SUNDAY Woman

Why are these people behind that woman?

Mary Hausch, Managing Editor, The Las Vegas Review-Journal

"Advertisers are pleased with **Monday Woman** because it stays around the house long after the rest of the daily paper has been discarded. That is why a number of advertisers have long-term contracts for paid positions in the section."

Ed E. Rogers, Managing Editor, Scranton Sunday Times

"**Northeast Woman** is the keystone to our growing Sunday package. Our readers rave about it...Merchants heap praise on the results they get week after week from advertising appearing in it."

Linda Grist Cunningham, Executive Editor, The Trenton Times

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You control the use of Sunday Woman to make it work in your market!

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- Give it any title you like.
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- Turn it into a local magazine by adding stories.

Readership surveys show women are the core audience, but a significant number of men also become regular readers!

For more information call Director of Sunday Woman Sales, Dennis Danko, collect, 212-682-5600 or toll free: 800-223-7383

It's easy to get ahead behind SUNDAY Woman

King Features Syndicate
A Division of The Hearst Corporation
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Ad agencies get the word: Research says newspapers sell!

Armed with the results of the largest syndicated research endeavor in the history of U.S. newspapers, an industry-wide campaign is underway to create a larger share of national advertising for daily newspapers, which now receive only about 8 percent.

The long lead-time required for national accounts may delay for as much as a year concrete proof that the message is being received by advertisers. But newspaper ad representatives say initial contacts are encouraging.

"It's an educational process," says Andrew R. Weitzer, director of marketing at Gannett Media Sales. "After each go-round, the research becomes more usable and more understandable. . . . After another round or two, there will be total acceptance," he predicts.

In a nutshell, newspaper representatives are using the data from the two studies by Simmons Market Research Bureau and Scarborough Research Corp. to tell major advertisers and advertising agencies that daily newspapers reach the audiences they want [presstime, Dec., 1983, p.38].

But some observers report that no matter how favorable the data, the newspaper industry is fighting an uphill battle against established practice in the advertising world.

"There is still a deep-seated perception at the agency level that TV sells," says Steven Seraita, vice-president/marketing director of Branham Newspaper Sales, which represents almost 200 newspapers in 40 states. "We have to prove newspapers sell."

"Because syndicated research hit the streets today doesn't mean there's going to be an insertion order tomorrow," notes Jonathan Swallen, vice president/associate director of media research at the New York advertising agency Ogilvy & Mather.

Swallen told last fall's meeting of the Newspaper Research Council that beyond newspapers' demonstrated advantage in demography, agencies want to see evidence—perhaps from future research—that print media can compete with the communicative power of television.

Some people see a more immediate task: getting the Simmons and Scarborough findings into the hands of more of the right people, and doing it quickly.

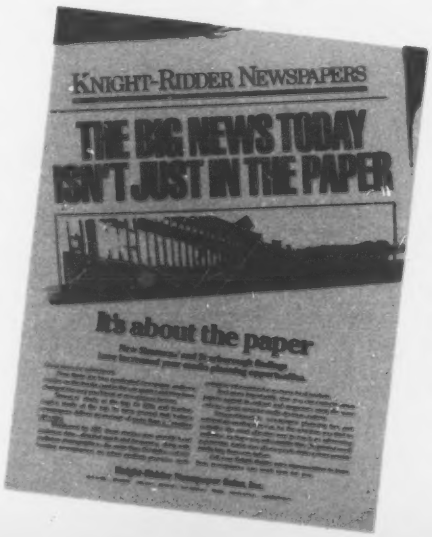
A staunch supporter of the syndicated research, J. Walter Thompson Vice President Thurman R. Pierce Jr., says "the number of people that just barely know of its existence" is "incredible." Agencies need to have a newspaper representative "come in and sit at the desk and demonstrate (the data) over and over and over again," he says, "and I'm not seeing that."

Others question whether the concept of syndicated research—to sell newspapers against other media (instead of the traditional use of newspapers' proprietary research in competing against one another)—has been fully accepted within the industry itself.

"I think we're going to get more rapid acceptance by agencies than by the newspaper industry," says Peter A. Bonanni, president of Simmons' media studies division. "A lot of people in newspaper management really don't understand it," he says. "They want to stick to household coverage."

But those papers and agencies making use of the research are developing new ways of reaching their clients.

Million Market Newspapers Inc., which represents seven newspapers ranging in size from The Boston Globe to the Milwaukee Journal and Sentinel, is distributing 30,000 copies of a 56-page booklet explaining how to interpret the data.



Here's how one group makes its pitch.

Branham Newspaper Sales has prepared two slide shows for clients and agencies, one about the top 10 "mega" markets and another on "middle" markets.

Central to their strategy is the presentation of markets, rather than papers, which frequently means attempting to sell papers the companies do not represent as well as those they do serve.

For example, Million Market represents papers in seven of the top 30 markets, yet its book shows a potential advertiser how ads in up to the top 50 markets can deliver more sales than television commercials in the same locations. Branham's "middle" market pitch is that purchasing ads in a combination of small papers can exceed the effective reach of television in comparable markets—and at a lower price.

"The idea of the studies is not which newspaper to buy," says John T. Mennenga, vice president and director of marketing and research for Sawyer-Ferguson-Walker Co., which represents 43 papers. "The idea of the studies is to buy newspapers."

The major industry-wide effort emanating from the studies, which cost participating newspapers about $2 million, is a 20-minute slide show produced by the Newspaper Advertising Bureau and distributed by members of the Newspaper Advertising Sales Association [presstime, Nov. 1983, p. 26].

William F. O'Flaherty, executive vice-president and general manager of Knight-Ridder Newspaper Sales and current NASA president, says the show by the first of this month will have been seen by the top echelon of the nation's 200 largest advertising agencies. The next target, says O'Flaherty, is agencies' media and research departments.

If there is one statement that serves as incentive for people engaged in the campaign, it is that offered by Philip E. Stout, chairman of the NAB/International Newspaper Advertising and Marketing Executives Task Force that spearheaded the studies. Stout, marketing services manager of The Daily Oklahoman in Oklahoma City, points out that "every one percent increase in newspapers' share of the $30 billion national advertising pie means $300 million for the industry as a whole.

—*Marcia Ruth*

Conversion to SAUs having an impact on classifieds

Although classified advertising is not formally a part of the expanded Standard Advertising Unit™ system, some newspapers' classified pages are being affected by it.

Many newspapers are changing to a 55-inch newsprint web width to conform to the voluntary SAU™ system which, in turn, is having an impact on classified page formats, according to a survey by the Association of Newspaper Classified Advertising Managers.

The survey of ANCAM members found that after the July 1 implementation date for the expanded SAUs, 65 percent of the 315 responding broadsheet newspapers will be printed on a 55-inch web, compared with 49 percent prior to July 1. Similarly, 60 percent will have a 13-inch page, compared with 47 percent before July 1.

Only 2 percent of the newspapers said they anticipated a change in page depth after July 1. At that time, 50 percent will have a printed page depth of 21½ inches.

The purpose of the survey was to determine what degree of classified format standardization currently exists and what changes are expected because of SAUs [*presstime*, Jan. 1984, p. 14]. ANCAM's SAU Committee, which conducted the survey, will continue to look at whether classified pages should be standardized and if so, how, according to Chairman John J. Guerin, director of classified advertising at The New York Times. □

SAU trademark notice

The ANPA Legal Department cautions that SAU™, representing the Standard Advertising Unit system, is a trademark of the American Newspaper Publishers Association. In using the SAU™ mark or design (at right) in published references, newspapers and others should capitalize SAU, use the "TM" and note that SAU™ or the design is a trademark of ANPA.

Newspapers may duplicate the SAU™ sizing chart but should not alter the chart. Non-member vendors must have a prior agreement with ANPA for the use of the SAU™ mark in connection with their products. For further information, contact the ANPA Legal Department at The Newspaper Center. □

A look at future of advertising

As the United States approaches the 21st century, the theme for advertising will be "more," according to a national survey of advertising leaders.

"The word is: 'Some is good. More is better. Too much is just right'," Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, told the March meeting of the Advertising Research Foundation in a preliminary airing of the results of the NAB survey.

Over the next 25 years, said Bogart, advertising leaders believe the number of advertising messages will double. They also see advertising becoming more targeted, with 80 percent of it aimed at people accounting for 50 percent of consumer spending.

A third of all advertising is expected to be designed to achieve an "immediate sales response rather than to build product image," and more national advertising will be bought "primarily on a market-by-market, local basis," the study found.

Responding to a more highly educated audience, there will be a "sharp jump" in ads giving information rather than creating an emotional appeal, and twice as many ads will compare products directly, according to the survey.

Advertising leaders also believe network TV will continue to lose its share of the audience as media outlets proliferate, and that "new and exotic telecommunications will bite only slightly into the dominance of the established print and broadcast media," Bogart reported.

Both media and advertisers will be highly consolidated by the year 2000, the survey predicted, with 10 "giant international super-agencies" placing one-fourth of the world's advertising billings, and with 100 agencies accounting for 70 percent of the total U.S. advertising volume.

The survey was conducted by Robinson Associates using the "Delphi-method." In the first phase, a small group of industry leaders, meeting over two days, generated a list of predictions. Then 250 selected leaders were asked to rate the top 84 items. □

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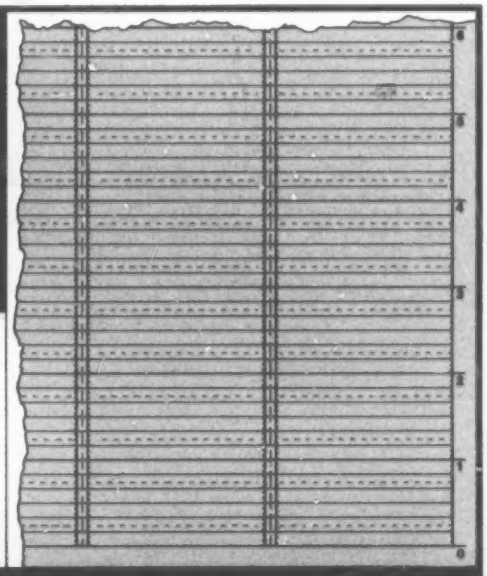

MPS MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago IL 60656 (312) 867-4646

Recruitment advertising turned inside out

BY CRAIG C. STANDEN

Recruitment advertising is one of the fastest-growing sectors of the newspaper advertising business. It has grown rapidly because of a chronic shortage of qualified workers and professionals in a number of occupations requiring specialized skills or education or both, such as computer design and programming, engineering, and nursing.

The competitive market for workers like these has drastically changed help-wanted advertising. Instead of mere small-type listings, advertising for professional/technical jobs increasingly involves much larger and more profitable display ads, not only in the classified help-wanted section of the newspaper, but also in sections such as business and sports.

Another important effect has been the growth of specialized recruitment advertising agencies, or specialized recruitment groups within general advertising agencies. The bureau's classified department estimates that more than $500 million of the $1.2 billion spent on newspaper help-wanted advertising in 1983 came to us through advertising agencies. The lion's share of this money is being spent on recruitment advertising directed at the professional/technical field.

Until now, little was known about the attitudes of these skilled professionals, or about their reading and viewing habits, job hunting practices, and ways of looking at and thinking about their work, their employers and their careers.

A recently completed bureau research study has begun to change all that. Called "Job Search and Recruitment Advertising: Engineers and Computer Professionals," the 102-page study contains more information about these high-tech specialists and their special employment needs, preferences and attitudes than has ever been assembled in one place.

The study is an absolute must for everyone who has anything to do with recruitment advertising: company personnel executives, executive recruiting firms, advertising agencies doing recruitment advertising—and newspaper executives.

The study contains not only valuable information about the ways engineers and computer professionals think and act, but also many compelling reasons for recruitment advertisers to use newspapers to reach and convince skilled professionals.

Perhaps the study's most interesting finding is that even though they hold satisfying, high-paying jobs, these high-tech pros nevertheless regularly read newspaper help-wanted ads in their fields—twice a month or more, in fact. They read the ads, they say, to stay on top of the latest developments in their fields, to spot market trends, to check on salary scales in their industries, to keep current on which companies are recruiting and what kind of people to look for and . . . oh, yes, to keep an eye on the job market for themselves.

Some of the specific questions explored by the report are:

- What do "professional prime prospects" consider most important in a job?
- What do they want from their employers, and what don't they want?
- Where do they look for job information?
- How do they rate the various sources of job information?
- What information should advertisers include to improve their results?

There's a wealth of detail about these and other areas in the study. It has been received with enthusiasm by the personnel and recruitment people who have seen it, and many recruiters and agencies have requested copies for each of their executives and copy writers. One ad agency, in fact, is distributing 300 copies of the report to its clients and account executives.

Incidentally, this report is only phase one of a four-year program of research on classified advertising to recruit professionals. In the near future, you'll see additional studies that will throw further light into other dark corners of recruitment advertising.

If you are interested in building your own newspaper's revenues in this important growth area, you may want to look over "Job Search and Recruitment Advertising: Engineers and Computer Professionals," and possibly present copies to the advertising agencies and major employers in your market. To obtain one or more copies, or to talk over the prospects and possibilities for recruitment advertising, call or write the bureau's product manager for recruitment, Ira Gordon, at (212) 557-1862. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to pressstime.

Newspaper advertising performance tops forecast

Preliminary estimates by the Newspaper Advertising Bureau show 1983's growth in advertising expenditures exceeded NAB predictions of a year ago by 5.8 percent, surpassing expectations by nearly a half billion dollars.

During 1983, advertising expenditures rose 16.3 percent, to an estimated total of $20.581 billion.

The 16.3-percent rise is more than twice the 7.1-percent increase of 1982, when advertising expenditures reached $17.693 billion.

The greatest surprise in 1983 was classified advertising, which recorded a whopping 23.8-percent increase over 1982 expenditures—more than twice NAB's predicted 10-percent increase. In 1983, expenditures for classified ads rose to $6.006 billion.

Also exceeding predictions, but not by such a wide margin, was the largest category—retail advertising—which rose 14 percent in 1983 to $11.839 billion, 4 percent more than the 10-percent rise that had been forecast.

Increases in national advertising, however, did not quite live up to NAB's expectations, reaching $2.735 billion, an increase of 11.5 percent instead of the predicted 12 percent.

The fourth quarter of 1983 was the strongest for advertising expenditures in terms of dollars, but the third was higher in terms of percentages.

In billions of dollars, the total advertising expenditures by quarters were: $4.48, $5.15, $4.99 and $5.96. In percentages, the increases per quarter during 1983 were: 13, 13.8, 19.3 and 18.7. □

ABC may relax coupon rule

The Audit Bureau of Circulations will consider relaxing its rule limiting newspapers' promotion of cents-off coupons. The decision followed a meeting between a group of ABC directors and staff members and the ABC Liaision Committee of ANPA and the Newspaper Advertising Bureau.

At the March 7 meeting at Marco Island, Fla., the ABC representatives were told there appears to be strong newspaper support for easing the coupon-promotion restrictions. This conclusion was drawn from the results of an informal survey that covered members of the boards of ANPA and NAB, plus a number of other newspaper executives representing major newspaper groups.

"ABC is interested in exploring the subject with the ANPA/NAB group," said M. David Keil, ABC president and managing director.

The longstanding ABC rule on coupon promotions discourages the practice as a "circulation inducement." Specifically, it disqualifies as paid circulation any issues of a newspaper that publicize the value of coupons in advance or on the day of their publication if the coupon value exceeds 50 percent of the single-copy price of the newspaper.

According to Keil, the rule is in keeping with ABC's philosophy of counting as paid circulation only those issues sold for at least half the regular price. The rule, he added, also addresses two concerns of advertisers: that the increased circulation arising from the coupon promotion may not represent the readers the advertisers seek to reach, and that the promotion might increase coupon misredemption.

ABC has asked the liaison committee for suggestions on how to revise this rule.

In a related matter, the ABC representatives asked the liaison committee to encourage greater use of ABC's Coupon Distribution Verification Service, an audit of coupon-handling procedures aimed at fighting misredemption.

According to Robert L. Burke, ANPA vice president/industry and public affairs, the liaison committee told ABC that the survey of newspaper executives indicates there is "strong support" for providing online computer access to ABC circulation data, adding local population data to ABC reports, allowing newspapers to define their circulation markets, and naming ANPA/NAB candidates for the ABC board [presstime, March 1984, p. 41].

On the other hand, he said, there appears to be "strong opposition" to inclusion of readership data in ABC audit reports and to mandatory audits by ZIP codes. Burke said most of those surveyed favored keeping ZIP-code audits optional.

There was no agreement among survey respondents, he said, on two issues: whether bulk sales should be counted as paid circulation and whether newspaper street sales should be allocated to segments within a given market. □

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15 more seminars scheduled

ANPA is planning 10 "hands on" technical seminars for the second half of 1984.

Also, five other seminars have been added to the ANPA calendar for the rest of this year. They are in addition to the 27 sessions announced previously [pressume, Oct. 1983, p. 30].

And in other changes, the dates for two previously announced sessions have been changed. The Promotion Managers Workshop in Boston will be Oct. 29-31 instead of Oct. 8-10. The Managing People in the Circulation Department Workshop in Denver will be Dec. 3-5 instead of Nov. 26-28.

"Hands On" seminars

The "hands on" seminars, conducted by the Association's Technical Services Department, will take place at The Newspaper Center in Reston, Va. Class size is limited to 10. Registration fee for each is $550.

The July-December schedule is as follows:

Advanced Offset Press Operations — **July 9-13, Aug. 20-24, Oct. 1-5, Nov. 12-16, Dec. 10-14**

Formulated for both the experienced pressman as well as other industry people interested in learning the "how to" of web offset printing. Pressmen will sharpen their skills and learn advanced techniques such as web offset trouble-shooting and ways to organize a quality control program to obtain consistent results on the press. Non-pressroom personnel will become more effective members of the newspaper community through their hands-on experience operating an actual newspaper press. This seminar will utilize ANPA's new M.A.N.-Roland 4/2 offset press and the Goss Urbanite single-width press. Specific areas to be covered include: offset press unit components; precise adjustment of all systems; the pin register system for both page and color registration; plate preparation using the wipe-on system; actual offset press operation with both color and black and white printing; evaluation of print quality and possible solutions to printing problems; analyzing running press results for packing and blanket conditions, as well as ink train roller setting conditions; and offset press care and maintenance.

Management Introduction to Newspaper Technology — **July 23-27**

Provides all levels of management personnel with a better understanding of the latest developments in newspaper technology. Step-by-step procedures help both new and seasoned managers gain the skills needed to utilize today's electronic editorial and production systems. Participants create and produce their own four-page newspaper, working through all the procedures from copy preparation to press run. Covered are: editing on VDTs; OCR copy generation; phototypesetting techniques; advertising mark-up and paste-up; full-page paste-up techniques; camera operation for screened prints; making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin register system; offset and photopolymer platemaking; and safety procedures such as electronic grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

Newspaper Quality Control — **Aug. 6-10, Oct. 29-Nov. 2**

Designed to instruct the attendee in procedures that are needed to establish quality control standards in advertising preparation and in the composing room, cameraroom, plateroom and pressroom. Through a series of lectures, demonstrations and hands-on operational procedures, participants will be instructed in ways to develop a complete system for documenting, measuring and maintaining standards. The suggested quality control system will proceed through these steps: copy standard and recommendations for photographic reproduction ranges in both black and white and color photographs; establishing and maintaining control of typesetting equipment; cameraroom control of line copy halftones through the use of densitometers, gray scales and exposure computers; color separation standards for scanners and direct-screen operations; and proper maintenance of and setup procedures for the press.

Newspaper Color Separation Techniques — **Sept. 17-24, Nov. 26-30**

Covers the skills needed for utilization of electronic scanning and direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the electronic color scanner and direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation problems, and working with high intensity lights.

For more information about "hands-on" seminars, contact Arthur M. Boudreau, ANPA manager/technical training, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 660.

Newspaper employees get "hands on" training in Reston.

Other seminars

The other additions to the schedule of ANPA seminars, workshops and symposia are as follows:

Supervisory Development Workshop **April 6-7, Dallas**

Clarifies the role of newspaper employees in all departments who are now in their first supervisory job and who have had no previous supervisory training. The workshop will be conducted in a relaxed setting that will provide the supervisor an opportunity to work with a small number of peers to develop and practice supervisory skills. Participation is limited to 25. Cosponsored with the Texas Daily Newspaper Association. Registration fee: $175.

Newspaper Training Conference **June 14-16, San Antonio**

Provides an opportunity to meet, work and learn with other newspaper managers with responsibilities in training and human resources development. Planned and presented by experienced newspaper trainers, the program will respond to the needs of the neophyte and the experienced trainer from newspapers of all sizes. Small group sessions will focus on specific issues, including "how-to" situations. General sessions help the trainer keep abreast of new developments within the newspaper business and the latest developments in the human resources development field. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $250 for ANPA and NPRA members, $350 for non-members.

For information about the April 6-7 or June 14-16 programs, or to obtain a copy of the booklet "1984 Seminars, Conferences and Workshops," contact Stephen E. Palmedo, ANPA manager/training services, at (703) 620-9500, ext. 371.

Research for Small-to-Medium Newspapers **Fall Reston, Va.**

Designed for newspapers wanting to plan and implement readership, marketing and personnel research. Participants will gain a broad overview of the results of practical newspaper research, develop a specific plan for reseach in an area of their choice and receive several continuing sources of assistance for future research, both from the academic research experts who will lead the seminar and from cooperating researchers in journalism programs close to home. Registration fee: $150. For more information, contact Judy Hines, vice president and director, ANPA Foundation, at (703) 620-9500, ext. 276.

Newspaper Safety and Health Symposium **Oct. 11-12, Chicago**

Covers VDT "right-to-know" laws and other legislation, waste regulations, labor contracts and negotiations, safety and health litigation, stress due to new technology, noise, and other pertinent subjects. Registration fee: $250. For more information, contact Edward E. (Ted) Kastenhuber, ANPA technical specialist, at (703) 620-9500, ext. 663.

Distribution Symposium **Oct. 31-Nov. 1, Chicago**

Focuses on materials handling and the role of robots, inserting, counters, scales, tyers, stackers, outside packaging, large mailers, TMC, etc. The symposium is designed for newspaper executives, suppliers and manufacturers concerned with distribution, circulation and post-press operations. Registration fee: $250. For more information, contact Fredrick L. Warner, ANPA research manager/engineering, at (703) 620-9500, ext. 504.

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Join the promotion "pros" in "Rising to New Heights." Call (703) 620-9560 or write INPA, The Newspaper Center, Dulles International Airport, P.O. Box 17422, Washington D.C. 20041 for your conference brochure and registration form.

inpa
International Newspaper Promotion Association

ITU, Teamsters OK merger plan

The long-held dream of many newspaper union leaders for one large graphic arts union in the printing and publishing industry faded in March when the International Typographical Union's executive council "terminated" merger discussions with the Graphic Communications International Union and agreed on a merger/affiliation plan with the International Brotherhood of Teamsters.

If the ITU members approve the agreement in a May 16 referendum, they would become an autonomous division of the Teamsters while retaining ITU identity as the "ITU/IBT." The Teamsters' constitution does not require membership approval.

GCIU President Kenneth J. Brown received a telegram March 14 from the ITU advising him that in view of his union's position that it not participate in an offer of two merger documents (GCIU and IBT) to members of the ITU for consideration, "it is the decision of the executive council that merger talks proceed" with the Teamsters and cease with Brown's union.

Brown, obviously disappointed, said he would have no comment other than that the GCIU had been talking "organic merger" while the Teamsters union was talking "affiliation."

AFL-CIO President Lane Kirkland had supported Brown in the merger discussions with the ITU and also with The Newspaper Guild. The Teamsters union was expelled from the labor federation more than a quarter of a century ago for alleged corrupt practices. An AFL-CIO spokesman said the ITU's expulsion from the federation will be "automatic" if it merges with the Teamsters.

Guild President Charles A. Perlik said, "We still think one big union, including the Guild, is best. We will sit in abeyance until the ITU-IBT situation is resolved." In the meantime, he said, the organization of new members "is our top priority for the immediate future." The union's international executive board is recommending that this year's Guild convention approve special assessments to finance a new organizing program. The board had directed a study of how organizing efforts might be expanded following the 1983 ITU convention's rejection of a proposal for merger with the Guild.

For the ITU, a spokesman said the next step will be a series of regional conferences to "familiarize" the rank-and-file and local officers with the terms of the merger agreement. The Teamsters' 21-member general executive board will vote on the agreement at its quarterly meeting in April.

Complicating the merger question is the protest of activities surrounding the ITU's Nov. 16, 1983, presidential election that has been lodged with the U.S. Department of Labor by former ITU First Vice President Robert S. McMichen [presstime, March 1984, p. 45]. A department spokesman said another complaint, regarding the 1983 vice presidential election, was received March 5.

There is speculation among labor relations specialists in both management and the unions that if the ITU membership approves the agreement for merger/affiliation, Bingel will withdraw as president to accept a staff position with the new trade division of the IBT. There also is speculation that McMichen supporters may seek an injunction to delay a merger vote.

Under the terms of the merger document, the Teamsters union has agreed that:

- ITU international representatives will continue to service ITU local unions with assistance from IBT regional and state conferences and joint councils and their staffs.
- The present ITU retirement program will be continued.
- ITU mortuary benefits will be continued for retirees.
- ITU headquarters will remain in Colorado Springs.
- The Union Printers Home will be continued.
- Dues will not be increased.
- Major organizing programs will be instituted.
- ITU staffers will become IBT employees.
- Terminals for the IBT computer system will be installed in ITU locals.

The IBT also agreed to set up a retiree executive council and to charter retiree locals. A recent article in The ITU Review, the union's monthly newspaper, was headlined "Teamster retirees program is great!" Teamster pension benefits are "sizeable," the article said. "In a few instances they pay up to $1,000 a month."

The Review editorially criticized the AFL-CIO for informing the ITU's law firm, Bredhoff & Kaiser, which also represents the AFL-CIO, that it was being terminated as the federation's legal counsel because of an alleged conflict in the firm's representation of both the AFL-CIO and the ITU. (AFL-CIO President Kirkland has said that "immediate separation" of the ITU from the federation would result if the ITU went ahead with a merger with the unaffiliated Teamsters.)

As a result of the AFL-CIO's termination notice, the law firm discontinued its association with the ITU while retaining the federation as a client. However,

ITU publication is shown to Teamsters General Counsel Robert Baptiste (left) by ITU Secretary-Treasurer Thomas W. Kopeck (right), as ITU General Counsel Rosenberg looks on.

one member of the firm, Ronald Rosenberg—who has been the ITU's general counsel since 1974 and also its principal negotiator with the Teamsters—left the firm and continued as the ITU's general counsel.

The Review noted that the AFL-CIO "has not been loath" to collect more than $125,000 a year from the ITU in affiliation fees. The union paper said the "ungentlemanly intrusion" of the AFL-CIO into the relationship of the ITU with its law firm "was uncalled for and unworthy of the high purposes for which the AFL-CIO was founded."

Some express fears. Reaction to a possible ITU-IBT merger was mixed. "The Teamsters have honored their contracts in this area," said Paul J. Lizundia, secretary-manager of the Pacific Northwest Newspaper Association in Portland, Ore. "On the other hand, the muscle and aggressiveness of the Teamsters in going after unorganized newspapers is cause for concern. The small ITU local that represents only a few people would have the power to expand at a newspaper. How will independent-thinking newsroom people take to an ITU-IBT merger?"

"As I understand it," said Herbert L. Price, operations manager of the Newspaper Agency Corp. in Salt Lake City, "if a merger goes through, we won't be able to deal with our local people as we have in the past. We may be dealing with a Teamsters business agent with a legal staff behind him." The agency prints the Deseret News and The Salt Lake Tribune. "We would have more headaches and spend more," he added.

Lawrence A. Wallace, vice president/industrial relations for The Washington Post, said the development between the ITU and Teamsters was "not unexpected at all."

Cecil U. Elliott, vice president/employee relations for The Tacoma (Wash.) News Tribune, said, "The Teamsters are going to go after unorganized newspapers, and if that union represents editorial workers, we've got a problem. At papers like ours, where we already have ITU printers and mailers and the Teamsters, they'll have more clout. The IBT would be in a much better position to deal with the newspaper groups . . . and they have a staff of expert labor attorneys."

Leon Olson, president of San Francisco Bay Area Typographical Union No. 21, said the end of merger talks with the GCIU "will come as a disappointment to many of our local's members" because the local had recently adopted a resolution supporting merger with the GCIU.

"The ITU needs to merge," said George E. McDonald, president of Mailers Union No. 6 in New York City. "I haven't seen a merger document. We will go for whatever is best for the members of Local 6."

"Merger with somebody who has money makes sense for the ITU," said L. Michael Zinser, an attorney with the Nashville law firm King, Ballow & Little. "For the newspaper business, the ITU would have the benefit of the Teamsters' organizing arm. It doesn't necessarily mean that they'll have any greater success than they've had. Good management, in the long run, determines whether employees will organize. I'm not unduly alarmed by it."

Roy W. Anderson, ANPA vice president/human resources, said, "An ITU-IBT merger would mean a new era in newspaper negotiations and organizational activities. The combination of IBT financial and service resources combined with the ITU network of labor agreements and local information sources as to potential targets for organizing would challenge newspapers and commercial management to build better human resource teams. In a few short years, many newspapers will be tested as to their strengths in dealing with their employees."

—Clark Newsom

'Live-in lovers' ruled ineligible for company's medical benefits

In what is believed to be the first arbitration of its kind in the newspaper business, an arbitrator has upheld the discharges of two employees of the Seattle Post-Intelligencer who had represented "live-in lovers" as legal spouses on group insurance papers to obtain employer-paid medical and dental benefits.

Both of the grievants were represented by Local 82 of The Newspaper Guild. One was employed as a telephone salesperson in the classified advertising department and the other as a features editor.

Arbitrator Gary L. Axon ruled that the grievants' actions constituted "gross misconduct" and dishonesty under the terms of the labor agreement.

"It is a basic principle of labor-management relations that an employer has the right to expect honesty from its employees," Axon said. "Fraud or theft from the employer is generally considered one of the more serious offenses that normally results in the immediate discharge of an employee."

In the case of the salesperson, the company had paid $1,036.79 in insurance premiums to cover the individual she had claimed as her husband. It paid $335.29 to cover premiums and a claim for the person the editor had claimed as his wife. In both cases, the grievants reimbursed the company for those amounts.

"In light of our changing social environment," said P-I Personnel Manager Sandy Briant, "we see this decision as a positive step forward on employers' successful attempts to help curtail the rapidly rising costs for medical benefits."

The cost of providing health-care protection for employees has been mounting at a level far outpacing the inflation rate [presstime, Dec. 1983, p. 40].

The falsification by the salesperson came to light when she requested a leave of absence, which focused attention on the cost of continuing medical coverage while on leave. In discussions between Briant and the grievant's supervisor, the grievant's marital status was revealed.

The status of the editor was brought to the company's attention by an anonymous letter, which suggested the company "ask him why he's listed his girlfriend as his wife for the purpose of defrauding health benefits."

After the union filed grievances on behalf of both individuals, it requested that both cases be heard by a single arbitrator. The company objected to the case consolidation, but Axon denied the company's motion. □

Seminar scheduled on labor, technology

The ANPA Labor and Personnel Relations Department will conduct a two-day labor relations and technology seminar preceding the ANPA Operations Management Conference & Exposition in Atlanta.

The June 8-9 seminar at the Georgia World Congress Center will examine the impact of new technologies and processes on production and personnel. It will include a tour of equipment on the Exposition floor.

For more information, contact Charles Cole, ANPA manager/labor relations, at The Newspaper Center.

Daily owes 'zero' to pension plan

In a precedent-setting arbitration, the Fort Worth Star-Telegram has been upheld in a dispute over its liability for withdrawing from the International Typographical Union Negotiated Pension Plan.

The arbitration was initiated by the newspaper pursuant to the provisions of the Multiemployer Pension Plan Amendments Act of 1980 to contest the liability assessed against it by the ITU NPP.

A multiemployer plan is one to which two or more employers contribute under labor agreements. The act requires a company withdrawing from a negotiated plan to bear a pro rata share of the plan's unfunded vested liability [presstime, Aug. 1982, p. 31].

When the Star-Telegram withdrew from the plan Jan. 2, 1983, the plan administrator determined that its withdrawal liability was $79,356, plus interest.

At issue was whether the plan's administrator correctly determined that the newspaper withdrew prior to Jan. 1, 1983, which would mean that the calculation would be based on the plan's unfunded vested benefits as of Dec. 31, 1981. The company contended that its liability should reflect the plan's unfunded vested benefits as of Dec. 31, 1982, and that its liability was zero.

At the time the company withdrew, it did not know that as a result of favorable investment experience, the liability would be totally eliminated for employers who withdrew in 1983. But the company did believe there would be a significant reduction of liability if it withdrew in 1983. Contributions were made for the full year of 1982 and for the first day of 1983.

Arbitrator Eugene Mittelman said he was "in full agreement" with the company that the critical factor was not that contributions were made only for one day in 1983 but that contributions were made for the full year of 1982. "The plan has failed to offer a single word of explanation why it is justified, even on its own assumptions, for deciding to accept contributions for the full year of 1982, yet refusing to calculate the employer's withdrawal liability based on such a full year of contributions," he said.

Mittelman said the plan's trustees "are not free to simply pick and choose from among contributions made by the employer under the agreement to suit what they consider to be the plan's advantage. In plain English, the trustees cannot have their cake and eat it too."

An attorney for the Star-Telegram, which is owned by Capital Cities Communications Inc., said the arbitration under the provisions of the pension act was the first in the newspaper business. There have been only six or seven such cases in other industries, he added. □

Labor dispute shuts Canadian daily

The Sudbury (Ontario) Star suspended publication Feb. 22 in a labor dispute involving new agreements with three unions. The daily was unable to publish as union members conducted contract "study sessions" on the job.

Locals of The Newspaper Guild, the International Typographical Union and the Graphic Communications International Union claim their members were "locked out," but the company said the union members interference with production was a strike under the Ontario Labor Relations Act.

The Guild and ITU contracts expired June 30, 1983, and the GCIU contract on Aug. 31, 1983. The newspaper, which is part of the Thomson Newspapers Ltd. group, had proposed a new two-year agreement with a 5-percent wage increase in the first year and a 4-percent increase in the second. The unions had proposed a one-year contract with a 10-percent increase. □

Bankrupt firm may cancel contracts, divided Supreme Court rules

A company did not commit an unfair labor practice when it filed a voluntary petition for reorganization under Chapter 11 of the Bankruptcy Code and unilaterally canceled its obligations under a labor agreement, the U.S. Supreme Court recently ruled.

The high court split 5-4 in concluding that financially troubled employers may cancel or modify their labor agreements pending reorganization by bankruptcy courts.

Labor relations specialists said that the court's ruling in *NLRB v. Bildisco & Bildisco*, a building-supplies distributor, changes the equation of labor-management relations.

The practice allowed by the ruling is "an available option for a newspaper approaching insolvency to consider as an alternative to get concessions it needs from unions," said former NLRB general counsel John S. Irving, now an attorney with the law firm Kirkland & Ellis. "To eliminate it as an alternative would be shortsighted. It's a way to make unions become realistic."

The AFL-CIO executive council adopted a resolution vowing to "do everything in its power to ensure that Congress corrects the Supreme Court mistake and vindicates national labor policy."

Rep. Peter W. Rodino Jr. (D-N.J.) has introduced a bill, HR 4908, to reverse the ruling. There is no comparable bill in the Senate. □

Additional arbitration awards

Canton (Ohio) Repository, ITU: Peter DiLeone found that the company properly discontinued the past practice of 10-minute "wash-up" periods in the composing room just before the lunch break and prior to the end of the shift.

Monessen (Pa.) Valley Independent, Guild: Irwin J. Dean Jr. rejected the union's complaint that the company had improperly refused to hire a second full-time bookkeeper.

Oakland Tribune, GCIU: Harvey Letter upheld the union's position that four laid-off platemakers were each entitled to four weeks' severance pay.

Washington Post, IAM: Nicholas H. Zumas found that the company did not improperly subcontract machinists' work during the dismantlement and removal of a press unit.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

IMPACT '84

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On Monday, there will be a special, all-morning General Session covering the rapidly expanding and complex issues of distribution. On Tuesday and Wednesday mornings, General Sessions will be followed by three concurrent symposia to address the challenges presented by demands for color and new efficiencies in the industry.

Complementing the technical sessions will be the world's largest annual display of newspaper equipment. The most advanced systems, equipment and products of leading graphic arts manufacturers and suppliers will cover more than 230,000 net square feet of exhibit space within the Georgia World Congress Center. Convenient, free shuttle bus service will provide easy transportation to and from participating Conference & Exposition hotels.

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DON'T MISS IT!

More newspapers move toward paginating classified pages

Classified advertising departments were one of the first areas in newspapers to benefit from electronic page makeup, better known in the business as pagination.

The systems that have been on line for a few years, and especially the newer versions, have allowed newspapers' classified departments to function with fewer personnel, meet tighter deadlines and improve page appearance.

At some newspapers, the systems also have helped reduce newsprint usage because the electronically composed page uses space more efficiently than one that is pasted up manually.

Because the needs of individual classified departments differ, and because each vendor's "bells and whistles" can add considerably to the total cost, the price tag on a system can range from $100,000 to as much as $400,000. The number of terminals required also figures significantly in total costs.

Software costs range from $25,000 for just the pagination software to $75,000 for software with business-management capabilities, such as automatic billing and credit checking.

In the beginning. The most sophisticated of today's classified pagination systems make their precursors seem rather primitive by comparison.

The earliest sytems date from the mid-1970s. But shortly after putting its system on the market, Tal-Star Computer Systems Inc., an early innovator in classified pagination, folded. Thereafter, other pagination pioneers chose to pursue paginating the editorial and display advertising departments first, leaving the further development of classified-ad pagination somewhat in limbo.

However, within the past year, six more companies have begun marketing pagination products for classified pages, and about a dozen newspapers are now using pagination for their classified sections.

Despite numerous differences, the systems being marketed by today's vendors have some things in common. They can:

- Display on an operator's screen images showing the ads as they will be composed
- Perform area composition—that is, allow an operator to manipulate blocks of copy on the screen. In the case of classified display ads with graphics, depending on a given system's capabilities, either the ads are placed electronically on the pages, or white space is left for later, manual placement of graphics.
- Paginate the pages in the order they will appear in the paper or in reverse order, a flexibility that enhances production on deadline
- Automatically send composed pages directly to phototypesetters.

Pagination in use. Three vendors—Information International Inc., Atex Inc. and Hastech Inc.—have been manufacturing pagination systems for the editorial and display advertising departments [presstime, Jan. 1984, p. 22]. Gradually, these Big Three have incorporated classified pagination into their product lines.

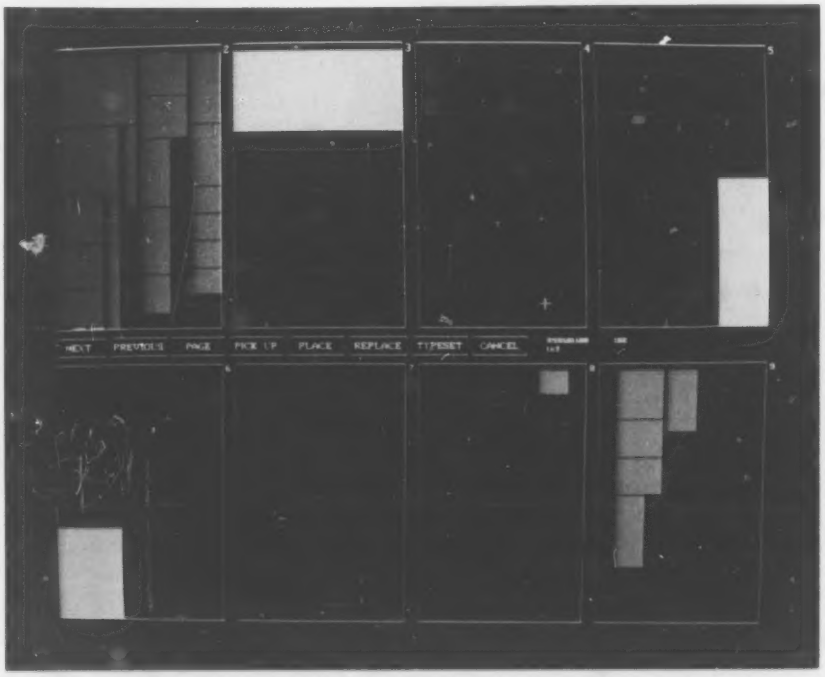
The Information International, or Triple-I, system offers the most advanced graphics capabilities. The Star-News of Pasadena, Calif., is the only newspaper now using that equipment, and so production of its classified pages is state-of-the-art.

Richard E. Marshall, the paper's advertising manager, says the system came on line several months after the Star-News (morning, circulation 45,373) began using its editorial pagination system three years ago. The classified pagination system has performed well ever since its installation, he reports.

In the Star-News classified department, advertising copy is entered into 26 System Development Corp. terminals, and the computer automatically sorts and classifies the ads. Classified display ads are composed on the display advertising department's three Triple-I page/ad makeup terminals.

In the composition stage, the classified display ads are positioned on pagination terminals, the linage advertising is merged onto the page, then the completed page—entirely electronically composed—is sent to the typesetter.

Marshall says the automation has allowed the Star-News to reduce its staff by a net of 14 people. More than 14 jobs in



Display on ATEX pagination terminal allows operator to lay out eight pages at a time.

the composing room were eliminated, but the system required additional employees to operate the pagination terminals.

The only major adjustment Marshall wants to make to the pagination setup is to replace the aging input terminals with models as technologically advanced as the pagination system itself.

Atex, another of the Big Three, started making inroads into classified pagination only within the last year and a half.

Atex's "alpha," or pilot, system went on line in January 1983 at the Rocky Mountain News in Denver.

However, according to Production Director Marion "Pete" Walker, classified pagination was not new at the News; the newspaper had been using a Tal-Star system since 1979. But the more sophisticated Atex system has improved the newspaper's ability to do billing, accounting and credit checking in the classified department. The system uses 76 input and billing terminals and two composition terminals.

The Denver tabloid plans to upgrade the system and add the ability to scan graphics. Currently, holes must be left for display ads to be pasted in.

Atex scored a second coup in the classified pagination race when its system went on line at The Houston Post earlier this year. Like the Rocky Mountain News, the Post decided to abandon a Tal-Star system for the more potent Atex.

According to Boyce A. Maxwell, assistant director of systems/computer services, the Post used the two systems in tandem until production demands forced the newspaper to switch completely to the new system.

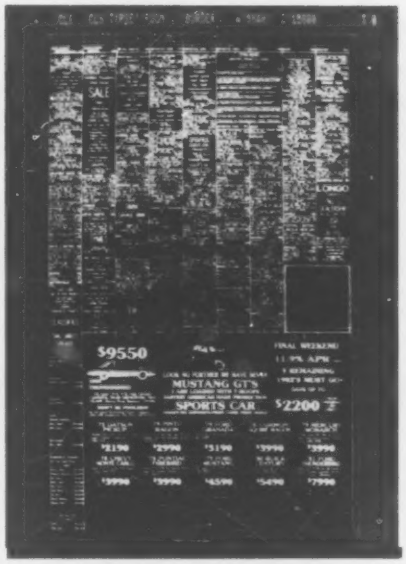
The newspaper is now typesetting with APS-4 machines, which do not have full-page pagination capability, but the paper plans to switch to APS-5s in the near future to allow full-page production.

New vendors. The Houston Chronicle, another newspaper that pioneered with a Tal-Star pagination system, elected to take a different route. The newspaper purchased more than 200 Coyote terminals and classified pagination software from System Integrators Inc. last August. Operation of the system began in January.

Although SII is known primarily as a front-end supplier, it has been actively marketing classified pagination software in the last year.

Officials of both the newspaper and SII say the sophistication and flexibility of the Coyote terminals make it possible for them to double as both input and page-makeup devices.

Marcus D. Price, the Chronicle's manager/systems application, reports that the system allows the Chronicle to produce a more tightly composed page, which yields considerable newsprint savings. Additionally, the system can compose 30 pages in 90 minutes—including dumping, paginating and typesetting.



Triple-I terminal displays classified page as it will appear when typeset.

The Chronicle's system is connected to APS-5 typesetters.

The Baltimore Sunpapers also opted for the SII system, but for different reasons.

The newspapers' Harris 1500 classified VDTs were "on their last legs," says John W. Wittman, manager/classified. "We decided to go with pagination because of its availability."

Wittman says speed and flexibility were primary considerations in the purchase of the system. "Response [time] was one of the major features we were seeking," he says.

With the new system, Wittman predicts, "we will be able to make earlier classified deadlines."

The 76-terminal system will be completely operational by April 1, and the newspapers are considering upgrading their APS-4 typesetters to Camex SuperSetters, which will allow the classified pages to have enhanced graphics.

Like Atex, Hastech is a relatively new entry into classified pagination.

The firm installed its first classified system at the Daily Press and Observer-Dispatch in Utica, N.Y., in June 1983. The system is not yet operational, but the firm expects it to be fully integrated into the editorial and display-advertising pagination systems by the end of this month.

Like all of the other systems except Triple-I's, Hastech's will leave holes in the electronically composed pages for classified display advertising. But unlike the others, which require manual paste-up to fill the holes, the Hastech system allows the display advertising and composed pages to be merged electronically and made directly into plates at the EO-COM laser platemakers. The firm plans to upgrade the system in April to allow line and display advertising to be manipulated completely within the system.

According to Charles P. Gallagher, the newspapers' production director, near-future plans call for digitized graphics to be incorporated into the system.

With increasing frequency, other prepress equipment manufacturers are joining the ranks of those involved in classified pagination.

Harris Corp., a firm that many newspaper people believed was abandoning the newspaper business when it spun off the Harris Graphics Corp. last year, says it plans to market a classified pagination system integrated into its 8300 editorial and display advertising pagination system by the end of this year.

And on Jan. 1, Autologic Inc. began marketing a classified pagination system that will operate within its classified front-end machinery. A spokesperson for the firm says the system offers "networking." This means it can work with other computers within or outside of the newspaper, such as remote bureaus, and both the hardware and software are compatible with other systems.

All the vendors say they are working to either develop or improve their system's ability to scan and store logos and other graphics and to incorporate art work and halftones within their electronic page makeup capabilites. —*Paul Kruglinski*

ReQueSt-DB patent

The U. S. Patent Office granted ANPA a patent Jan. 31 for the classified advertising retrieval software system called ReQueSt-DB.

The teletext system was designed to allow newspapers to market their classified advertising and other textual information to home television viewers. With the system, users could call up specific classified advertising on their home television receivers using a variety of electronic references.

The Association applied for the patent Dec. 31, 1981 [presstime, April 1982, p. 42]. □

1st Harris page layout system installed at Louisiana daily

The Alexandria (La.) Daily Town Talk last month became the first North American newspaper to install and operate a Harris 8300 Page Layout System.

Although Harris Corp. has sold 10 of the pagination systems overseas since it introduced the product last fall, the Louisiana installation is significant not only because it is the first in the United States but also because it adds to the growing list of smaller newspapers (circulation 38,551) that are employing advanced electronic page makeup.

"It's our (first) test site in North America," said Thomas P. Carnohan, manager/product marketing for Harris, "and it will provide us with an installation to show people the system's operation."

The 8300 PLS at the Daily Town Talk is almost a paradigm of the basic Harris pagination system.

The basic system that Harris is marketing for $140,000 consists of one 8301 Cluster Controller, the central processor and data base; four 8000 PLS page layout workstations; and a 50-megabyte (25 MB fixed and 25 MB removable) disk drive for data storage.

The paper's system also includes a second 50-megabyte disk drive, which costs $11,500, for redundant storage.

Harris includes the software needed to make the new system compatible with the Daily Town Talk's 55-terminal Harris 2500 front-end system and two Harris 7000 typesetters. Carnohan said the software needed to tie the system to non-Harris front-end terminals and typesetters would cost $5,000.

Currently, the Alexandria paper's editorial, op-ed, sports and lifestyle pages and TV magazine are being paginated, Managing Editor Jim Butler said. By the end of the year, classified pages also will be composed electronically. Also, the paper plans to use Layout-80, the ANPA-developed advertising dummying software package, on the system.

The newspaper cited with existing Harris equipment as the edge the firm had over other systems.

"Our primary reason (for purchasing the system) was that we have been Harris users for many years," said Publisher Joe D. Smith Jr.

Like other newspapers using electronic page makeup in limited applications, the Daily Town Talk will leave "electronic holes" in the composed pages and manually paste up halftones and display advertising [presstime, Jan. 1984, p. 22].

Harris' Carnohan said the Melbourne, Fla.-based firm is currently experimenting with the ImagiTex scanner that could end the need for manual paste-up of graphics.

Editor Alice B. Thomas uses page layout system in Alexandria.

Publisher Smith said the system will speed the manipulation of display advertising and "permit much more imaginative layout."

Managing Editor Butler said he hopes the system will allow the newspaper to "advance our deadline or, more likely, give us the ability to process more pages in the same amount of time."

Following the installation in Alexandria, Harris installed its pagination system at Madison (Wis.) Newspapers Inc. and at the Vero Beach (Fla.) Press-Journal. Those systems are not yet in daily production. □

Seminars announced

Ten "hands-on" training seminars have been scheduled for the Second half of 1984 by ANPA's Technical Services Department. In addition, symposia will be conducted on pressroom and mailroom technology. See p. 58.

TECHNOLOGY NOTES

• The New York Daily News is the latest newspaper to join the ranks of **flexography** experimenters.

The paper reached an agreement with Koppers Co. Inc. of Glen Arm, Md., for the conversion of one Goss Mark I unit to pure flexography. The converted unit was installed in the paper's Garden City, N.J., plant in March.

• William F. Bolger, U.S. **postmaster general**, has agreed to be one of the featured speakers at the June 9-13 ANPA Operations Management Conference & Exposition in Atlanta. He will address the Monday morning General Session on distribution.

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Lockout continues at 4 Canadian mills

Four newsprint mills in British Columbia remain closed due to lockout by the companies.

Meetings between management and two unions—the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada—continue [presstime, March 1984, p. 43].

Both sides in the dispute have declined to say if any progress has been made toward a settlement.

The unions have rejected a management offer that would raise salaries 4 percent this June and 4.5 percent in June 1985. The current wage base, in Canadian dollars, is $12.96 an hour.

Meanwhile, in Eastern Canada, agendas are due to be exchanged early this month between the CPU and two paper companies, CIP Inc. and Abitibi-Price Inc. The union plans meetings later this month with officials of those two firms, and afterwards with management of other companies that are prepared to bargain.

Most contracts in Eastern Canada expire at the end of this month.

In the United States, members of the United Paperworkers International Union ratified a three-year contract at the Alsip, Ill., mill of FSC Paper Corp. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

UPIU also ratified a three-year contract at the Snowflake, Ariz., mill of Southwest Forest Industries. It provides for wage increases of about 1 percent in the first year, 1.75 percent in the second and 2.75 in the third. The previous contract expired March 1.

Meetings were continuing in late March between the UPIU and Augusta Newsprint of Augusta, Ga. □

Mills announce machine changes

One newsprint machine is being abandoned, another one will be modernized and a new one may be built, according to recent announcements by three newsprint companies.

Publishers Paper Co. said it decided to shut down permanently a newsprint machine at its Oregon City, Ore., mill. The machine had not been operated since April 1982, when an indefinite shutdown began.

Boise Cascade Canada Ltd. announced it will resume renovation of its Kenora, Ontario, newsprint mill this spring after a suspension of nearly two years. The project, scheduled to be completed by January 1986, will result in a small increase in newsprint capacity. □

Prices to rise

Four Canadian newsprint producers announced increases in the price of newsprint for U.S. customers from $500 to $535 per metric ton, effective July 1.

The 7-percent increase originated at Great Lakes Forest Products Ltd. and Reed Inc. Following suit in late March were Consolidated-Bathurst Inc. and Bowater Corp. □

Here's new ground rule

Whoa! Don't discard the Sunday paper after reading it. Save that spent core of newsprint.

You can join those gardeners who put yesterday's newspapers or surplus newsprint to use as mulch in their gardens to help retain soil moisture and inhibit weed growth.

While hay or grass clippings seem to be the preferred mulches for many gardeners, U.S. Department of Agriculture officials say old newspapers can serve the same purposes. After all, newsprint is essentially wood and thus shares the organic characteristic that is common to all types of mulch.

Agriculture experts say several layers of newsprint should be placed on the soil. A covering of soil, composting material or sawdust will hold down the newsprint so that it won't blow off into the neighbor's yard. The covering also allows water to seep through the newsprint into the earth more easily.

Planting your beefsteak tomatoes, squash and peppers is simply a matter of poking a hole through the newspaper mulch to insert the seeds or seedlings into the soil.

As with other mulches, newsprint may tend to rot during the course of the growing season, in which case another several layers of newsprint should be added to the garden.

At the end of the growing season or just before the beginning of the next, till the remaining newsprint right into the soil. The newsprint will add valuable humus to the garden.

Financial report of paper companies, 1983 vs. 1982

Net income (in thousands of dollars)

	1983	1982	% Change
Abitibi-Price Inc.	38,000	63,900	-40.6
Boise Cascade Corp.	60,380(a)	7,250(a)	+732.8
British Columbia Forest Products Ltd.	(32,700)	(61,000)	–
Consolidated-Bathurst Inc.	33,331(b)	53,406	-37.6
Crown Zellerbach Corp.	87,800	(112,200)	–
Domtar Inc.	40,200(a)(b)	(1,600)	–
Donohue Inc.	9,400	16,500	-43.0
Great Lakes Forest Products Ltd.	(9,936)	18,552	–
Great Northern Nekoosa Corp.	84,000(a)	78,500(a)	+7.0
International Paper Co.	254,900(a)	171,800(a)	+48.4
Kimberly-Clark Corp.	188,800	197,400(a)	-4.4
MacMillan Bloedel Ltd.	2,800	(93,300)	–
St. Regis Paper Corp.	55,181	45,028	+22.5
Southwest Forest Industries	(24,696)	(27,389)(c)	–
Weyerhaeuser Co.	204,843	168,900(a)(b)	+21.3

(a) including extraordinary gain
(b) including extraordinary loss
(c) restated
( ) = loss

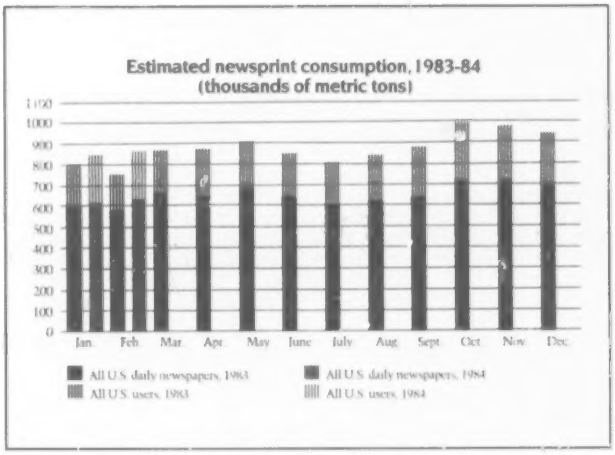
Consumption climbs 9.9 percent

The estimated newsprint consumption of all users increased 9.9 percent for the first two months of 1984 compared with the same period in 1983. February's consumption increased 14.1 percent over February 1983. January 1984 consumption was up 6 percent from a year earlier.

For U.S. daily newspapers, consumption rose 9.2 percent in February compared with the same month a year earlier. January's consumption was 1.8 percent higher than that of January 1983. For the two months combined, consumption by U.S. dailies was up 5.4 percent.

At the end of February, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 37 days, compared with 40 days a year earlier. Stocks of both Canadian and U.S. mills also were down from February 1983 levels.

The February operating rate for Canadian mills was 79 percent. At U.S. mills, it was 96.4 percent.



Estimated consumption of all U.S. daily newspapers[1]

Region	December 1983	December 1982	% Change
Northeast	167,392	169,812	-1.4
North Central	151,803	153,923	-1.4
South	233,543	221,454	+5.5
West	155,878	154,206	+1.1
Circulation size			
up to 25,000	58,932	65,965	-10.7
25,001-100,000	133,765	136,534	-2.0
Over 100,000	515,919	496,895	+3.8
December totals	708,616(r)	699,394	+1.3(r)
Twelve-month totals	7,994,650(r)	7,730,198	+3.4(r)
Region	**January 1984**	**January 1983**	**% Change**
Northeast	150,645	150,530	+0.1
North Central	130,366	128,752	+1.3
South	201,610	196,509	+2.6
West	142,208	137,961	+3.1
Circulation size			
up to 25,000	44,484	50,202	-11.4
25,001-100,000	109,937	113,431	-3.1
Over 100,000	470,408	450,119	+4.5
January totals	624,829	613,752	+1.8(r)
Region	**February 1984**	**February 1983**	**% Change**
Northeast	154,310	143,748	+7.3
North Central	132,283	123,137	+7.4
South	209,034	187,470	+11.5
West	143,297	130,796	+9.6
Circulation size			
up to 25,000	46,351	46,862	-1.1
25,001-100,000	113,199	111,630	+1.4
Over 100,000	479,374	426,659	+12.4
February totals	638,924(p)	585,151	+9.2(p)
Two-month totals	1,263,753(p)	1,198,903	+5.4(p)

Estimated consumption of all U.S. users

	Recent year	Year earlier	% Change
December 1983	953,000(r)	905,000	+5.3(r)
January 1984	852,000	804,000	+6.0
February 1984	872,000(p)	764,000	+14.1(p)
Two-month 1984 totals	1,724,000(p)	1,569,000	+9.9(p)

Production

	Canada	U.S.A.	North America
February 1984	621,562	410,266	1,031,828
February 1983	653,502	378,048	1,031,550
Increase	-31,940	+32,218	+278
decrease	-4.9	+8.5	+0.03
Two months 1984	1,378,704	827,024	2,205,728
Two months 1983	1,338,432	781,108	2,119,540
Increase or decrease	+40,272	+45,916	+86,188
	+3.0	+5.9	+4.0

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
February 1984	478,837	77,799	88,883	645,519
February 1983	447,557	69,850	89,618	607,025
Two months 1984	998,194	156,327	190,231	1,344,752
Two months 1983	893,475	137,872	180,317	1,211,664
Increase	+104,719	+18,455	+9,914	+133,088
	+11.7	+13.4	+5.5	+11.0
From U.S. mills				
February 1984	393,146	----	18,419	411,565
February 1983	334,826	----	15,141	349,967
Two months 1984	787,904	----	38,187	826,091
Two months 1983	685,552	----	34,616	720,168
Increase	+102,352	----	+3,571	+105,923
	+14.9	----	+10.3	+14.7
From North American mills				
February 1984	871,983	77,799	107,302	1,057,084
February 1983	782,383	69,850	104,759	956,992
Two months 1984	1,786,098	156,327	228,418	2,170,843
Two months 1983	1,579,027	137,872	214,933	1,931,832
Increase	+207,071	+18,455	+13,485	+239,011
	+13.1	+13.4	+6.3	+12.4

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
January 1984	785,368	36	6
January 1983	800,663	40	5
February 1984	791,112(p)	37(p)	6(p)
February 1983	822,869	40	6
Canadian mills			
February 1984	336,935	--	--
February 1983	383,068	--	--
U.S. mills			
February 1984	101,639	--	--
February 1983	147,349	--	--

Based on statistical data from ANPA member newspapers in statistical sample. Figures in this and other tables in metric tons.

Represents stocks of ANPA member newspapers in statistical sample. r = revised, p = preliminary.

New AP assessment formula seeks simplicity, fairness

The Associated Press Board of Directors this month is expected to approve a simplified method of determining charges to member newspapers. It would take effect in January 1985.

The board vote will be taken at its meeting in Montreal preceding the 98th Annual ANPA Convention.

The proposed formula would be based on paid circulation. AP board Chairman Frank Batten of Landmark Communications Inc., Norfolk, Va., said it "meets the standards of equity, uniformity and simplicity."

The current formula is based on population of a given newspaper's marketplace. It has become very complicated in some markets because of demographic shifts, new technology and changes within the newspaper business, Batten added.

"These changes do not add a penny to AP's income," he said. "We would take in the same amount under the old or the new formulas." About one-third of AP member newspapers would pay higher rates under the new formula, about one-third will pay lower rates and one-third will pay the same, according to AP officials.

The AP board in January approved the new formula "in principle." The proposal was outlined to AP members in early March. By the end of the month, most newspapers still were examining its implications.

Ted M. Natt of The Daily News in Longview, Wash., president of the Associated Press Managing Editors Association, said he had heard little comment among APME members.

He said his newspaper would pay a slightly decreased assessment as a result of the new system. But the two other dailies in his family's Washington state newspaper group—the Journal-American of Bellevue and The Daily News of Port Angeles—would pay more, resulting in about a 6-percent net increase in AP costs for the company.

"It's not anything we find either alarming or disturbing. We can live with that," Natt says. The proposed formula is a "much fairer and more rational approach to paying for a wire service."

Bruce K. Smith, publisher of the Bozeman (Mont.) Daily Chronicle, said his costs would decrease about 12 percent.

Several other newspaper executives contacted by **presstime** said they had not evaluated the proposed formula.

Under the current system, using a census map, AP draws a 10-mile-radius circle from the center of the city of publication. Census figures covering the area inside the circle are added to produce the "AP population," according to the wire service. That number is then applied to a set rate schedule that takes into account how much it costs AP to provide service in that area and other factors.

The formula has become excessively complicated by "the steady disappearance of the two-newspaper city, the proliferation of suburban dailies, newspapers that publish in more than one location and the spread of some metropolitan population zones and erosion of others," Batten said.

"Suppose we have members in two cities less than 20 miles apart, a common occurrence," he continued. "Envision a circle of 10-mile radius centered in each city. The circles obviously will overlap. Now it's not quite so easy to calculate the AP population."

AP officials said one market with more than one circle is the Seattle area, which has seven.

Under the proposed circulation-based formula, the basic assessment is figured using a series of "rate-per-thousand" charges plus a fixed charge for each of 10 circulation ranges.

On top of the basic assessment, which AP calls its "availability charge," are added certain fees—for printers, tape reperforators, hookups directly to a newspaper's computer, supplemental AP services (such as the sports wire, Laserphoto service and high-speed stocks), etc. Charges for the supplemental services also are based on a circulation factor plus a minimum fee, but there are maximum assessments for each supplemental category.

The new formula would eliminate special assessments formerly charged for legislative coverage, state election coverage and weekend extensions of service.

Newspapers that must pay more will be allowed to phase in their payments. □

Publishing changes reported

The Pueblo (Colo.) Star-Journal (evening, circulation 10,956) will be consolidated May 1 into its sister paper, the morning Pueblo Chieftain (39,666). "We feel we can put out a much better newspaper in the morning than in the afternoon," said Publisher Robert H. Rawlings.

The consolidated newspaper will be named the Chieftain. Although there will be a "small reduction" in the number of employees, Rawlings said most of it will take place through attrition.

Two other newspapers have merged. The Greensboro (N.C.) Daily News (morning, 83,489) and The Greensboro Record (evening, 24,598), both in the Landmark Communications Inc. group, were combined into the all-day Greensboro News & Record March 19. The news staffs were merged in 1981 [presstime, Oct. 1981, p. 30]. Publisher Robert D. Benson said the change was "evolutionary" as two-newspaper households steadily decreased. In 1978, 11 percent of subscribers took both papers and in 1983 that number was 2 percent, he said. In the meantime, the number of single paper subscribers has increased.

In publishing changes elsewhere, two more afternoon newspapers have announced they will switch to morning publication, which will make a total of five, including the St. Louis Post-Dispatch, so far this year. Last year, 14 evening papers converted to morning [presstime, Feb. 1984, p. 51].

The Staunton (Va.) Leader (17,137) will make the change to morning publication April 2, according to Publisher Evarts W. Opie Jr.

He said a market survey confirmed the need for a morning newspaper. The name of the Multimedia Newspapers property will be changed to The Daily News Leader.

The Stuart (Fla.) News (17,524), a Scripps-Howard newspaper, will switch April 29. It also will add a Sunday morning edition to its present six-day publishing schedule.

In Canada, La Presse of Montreal launched a Sunday edition March 11 to compete with the Sunday edition of Le Journal de Montréal. □

2 St. Louis dailies compete head-on in morning market

The two St. Louis dailies, which since 1979 have published morning and afternoon newspapers under a joint operating agreement, are now independently produced and competing head-to-head as morning rivals.

Recent acquisitions

Southern Newspapers Inc. of Houston acquired from Taylor Communications Inc. of Dallas the New Braunfels (Texas) Herald-Zeitung, daily circulation 6,781 and The Seguin (Texas) Gazette-Enterprise, daily circulation 5,714.

Kearns-Tribune Corp., Salt Lake City, acquired The Tribune Publishing Co., Lewiston, Idaho, which publishes the Lewiston Morning Tribune, daily circulation 24,736; the Idahonian of Moscow, daily circulation 7,397; and the Palouse Empire News of Pullman, Wash., daily circulation 1,202. □

On Feb. 25, Jeffrey M. Gluck took control of the morning Globe-Democrat, which he bought from Newhouse Newspapers. Two days later, the Post-Dispatch, owned by Pulitzer Publishing Co., switched from afternoon to morning publication.

The Globe-Democrat, printed at the Post-Dispatch under the JOA, is now being produced at three commercial plants.

As of late March, the Post-Dispatch was reporting weekday press runs of 302,000, up from 262,500 prior to the conversion to morning publication. The Globe-Democrat's press run was reported to be 254,000, compared with a circulation of 243,000 when Gluck took over.

Acquisition followed Justice Department intervention in Newhouse's plans to close the paper last Dec. 31 [*presstime*, Feb. 1984, p. 50].

Also in late March, Gluck announced plans to launch a new St. Louis afternoon daily in mid-April. □

Berkeley Gazette ceases publication after 107 years

The Berkeley (Calif.) Gazette ceased publication March 10 after 107 years and left behind a pending lawsuit over the issue of ownership. The Gazette was printed in nearby Richmond by its sister paper, the Contra Costa Independent, and the closing resulted in no layoffs. The last reported circulation of the Gazette was 7,979.

The Warren Brown Jr. family, which owned the Gazette for a number of years, entered into an agreement with Ingersoll Publications Co. of Sharon, Conn., in 1981. In a $13.5-million lawsuit filed in Contra Costa County Superior Court, the family charged that Ingersoll did not live up to its obligations to pay more than $6.4 million to the shareholders of Brown Newspapers Inc. for the Berkeley and Richmond dailies.

Thomas P. Geyer, president and chief operating officer of Ingersoll, said his company did not purchase Brown Newspapers but only agreed to manage the papers. □

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Conspiracy case acquittals stand in Canada

The Canadian government will not appeal the acquittal of the country's two largest newspaper groups on conspiracy and other charges brought under the Combines Investigation Act, the prosecution said.

Toronto-based Southam Inc. and Thomson Newspapers Ltd. were acquitted last December of charges resulting from the 1980 closings of Thomson's Ottawa Journal and Southam's Winnipeg (Manitoba) Tribune and of undue lessening of competition in Vancouver [presstime, Jan. 1984, p. 54].

The government has announced that it will introduce legislation that would "modernize" the conspiracy, monopoly and merger provisions of the act.

Southam President Gordon Fisher said newspaper groups should be treated like any other business and not be singled out for special attention in any new legislation.

Meanwhile, former Multiculturalism Minister James Fleming pressed ahead with his crusade to limit concentration of ownership of dailies. He has introduced a "private member's" bill in the Commons that would block Southam and Thomson from acquiring more newspapers.

Fleming said he did not expect the bill to become law but that debate on it would be helpful to his cause. □

Seminar on credit scheduled in May

A Credit and Collections seminar is being offered by ANPA Credit Bureau Inc., a wholly owned subsidiary of the Association, May 7-9 at The Newspaper Center.

Topics featured will include legal credit and collection concerns; SAUs™, what they are and how they affect the credit and collection department; collection and advertising agencies, how they operate and why; how to prevent collection problems through credit investigation; advertising contracts; and collection strategies and techniques.

For further information contact, Sandy Mather, ANPA/CBI director of marketing, Box 17022, Dulles international Airport, Washington, D.C. 20041; (703) 620-9500. □

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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The New Journalism of Hope
Allen H. Neuharth, chairman and president, Gannett Co. Inc. Eric W. Allen Memorial Lecture, University of Oregon, Eugene, Feb. 10.

What Lies Ahead in the Brave New World of Media?
Rupert K. Murdoch, chairman and chief executive officer, News America Publishing Co. New York Chapter of the Public Relations Society of America, New York City, Jan. 24.

Who Will Produce Information for the Information Age?
Stuart Awbrey, publisher and editor, The Hawk Eye, Burlington, Iowa. William Allen White Memorial Lecture, University of Kansas, Lawrence, Feb. 10.

Stuart Awbrey

The CIA and the FOIA: The Need to Maintain a Balance between Secrecy and Openness
Charles S. Rowe, editor and co-publisher, The Free Lance-Star, Fredericksburg, Va. Subcommittee on Legislation of the House Permanent Select Committee on Intelligence, Washington, D.C., Feb. 8.

Protesting the Presidential Directive on Safeguarding National Security Information
Jim Hampton, editor, The Miami Herald. Subcommittee on Civil Service of the House Committee on Post Office and Civil Service, Washington, D.C., Feb. 29.

The Next Revolution(s) in Retailing
Alfred Eisenpreis, vice president/retail marketing, Newspaper Advertising Bureau. National Retail Merchants Association annual convention, New York City, Jan. 10.

Where Do We Go from Here?
Howard Hart, president, Canadian Pulp and Paper Association. Canadian Pulp and Paper Association annual meeting, Montreal, Feb. 3.

Howard Hart

Flexography in Newspaper Presses
Frederick L. Warner, ANPA research manager/engineering. CPPA Technical Section annual meeting, Montreal, Jan. 30-Feb. 3.

From the International Circulation Managers Association Alternative Distribution Seminar, San Antonio, Feb. 22-24:

Keynote Address
Edward J. O'Neil Jr., vice president/marketing, Dayton (Ohio) Newspapers Inc.

Edward J. O'Neil Jr.

Delivering Supplements
Charles Gallagher, circulation director, The Herald-Telephone, Bloomington, Ind.

Marriage Mail
Richard Hartle, circulation director, Dayton Newspapers Inc.

A Look at Total Market Coverage
Edward Heins, associate professor, School of Journalism, University of Missouri, Columbia.

Edward Heins

TMC Via Second-Class Mail
William Davis, research director, Newspaper Printing Corp., Nashville.

Legal Aspects of Alternative Distribution
L. Michael Zinser, attorney, King, Ballow & Little, Nashville.

ANPA's Convention in Montreal will mark two big 'firsts'

ANPA is about to hold its first convention outside of the United States, and—appropriately—it will be in Montreal. Six years ago, the Association had scheduled a Montreal convention but was compelled to relocate it stateside because of unfavorable—and subsequently amended—U.S. tax law.

The April 30-May 2 ANPA Convention also will differ from its 97 predecessors in that it will be the first to meet in a convention center rather than a hotel.

The decision to convene in the Montreal Convention Centre was a function of both available meeting space in the city's hotels and the growth of the Convention. As of press time, 2,036 people had pre-registered for the Convention. A record 2,888 attended the 1983 Convention in New York City. Registration will continue up to and during the Convention.

However, Convention-goers who did not make hotel reservations through ANPA by the end of March now must deal directly with Montreal hotels.

Tickets are still available for all four ANPA meal functions and for the tours before, during and after the Convention. Those who received invitations to attend the "Musical Ride" of the Royal Canadian Mounted Police are urged to return reply cards as soon as possible.

With the Convention just a few weeks away, the three-day program is getting final touches. United Press International announced that Dr. Armand Hammer, chairman of the board and chief executive officer of Occidental Petroleum Corp., will address its annual luncheon on Tuesday. And the ANPA Convention Arrangements Committee lined up former U.S. Treasury Secretary W. Michael Blumenthal, chairman of the board and chief executive officer of Burroughs Corp., as the speaker for the Wednesday ANPA General Session Breakfast. They join a list of previously announced headliners that includes Canadian Prime Minister Pierre Trudeau.

The Convention Arrangements Committee, headed by Jacques-G. Francoeur, president of Unimedia Inc. of Montreal, has developed the following program:

The **Monday** ANPA Keynote Breakfast will begin with a "Welcome to Montreal" extended by Mayor Jean Drapeau. The keynote address will be delivered by ANPA Chairman and President William C. Marcil, publisher of The Forum in Fargo, N.D. Then Quebec Prime Minister Rene Levesque will speak.

The annual Associated Press business meeting and election will follow with speeches by AP Special Correspondent Saul Pett on "The AP, Looking Back" and by Executive Vice President Louis D. Boccardi on "Press and Public: What to do?" There will also be a multi-media presentation entitled "Future Talk: What's Ahead at AP."

The AP's annual luncheon will be addressed by Lee A. Iacocca, chairman of the board of Chrysler Corp.

Four 90-minute clinics will run concurently Monday afternoon:

- "Household Penetration and Reading Frequency"—moderator John B. Mauro, director of research of Media General Inc.; panelists Donald B. Towles, vice president and director of public affairs of The Courier-Journal and The Louisville Times; Gregory L. Stevens, assistant publisher of The Napa (Calif.) Register; and Charles W. Ritscher, vice president, sales and marketing, of the Asbury Park (N.J.) Press.
- "Classified: It's a New Generation"—moderator Richard E. Riggins, classified advertising manager of the St.

Program in brief—98th Annual ANPA Convention Montreal Convention Centre

Saturday, April 28, and Sunday, April 29
9 a.m. to 7 p.m.: Registration—Convention Centre, Congress Hall lobby; and Bonaventure Hotel, lobby, meeting-room level

Monday, April 30
7:30 a.m.: Eye opener (courtesy of Editor & Publisher magazine)—Convention Centre, Congress Hall
8 a.m.: ANPA Keynote Breakfast—Congress Hall meeting rooms 201 A & B
10 a.m.: Associated Press Annual Meeting—Congress Hall 201 C
Noon: AP Reception (cash bar)—Entrance area of Congress Hall 201 A & B
1 p.m.: AP Annual Luncheon—Congress Hall 201 A & B
3 p.m.: ANPA Topical Clinics (concurrent)—Congress Hall 202 A, 202 C, 205 A and 205 C

Tuesday, May 1
7:30 a.m.: Continental stand-up breakfast (courtesy of Quebec 1534-1984 Festival)-Congress Hall lobby
8 a.m.: ANPA General Session Part 1—Congress Hall 201 C
10:20 a.m.: NAB Annual Business Meeting—Congress Hall 201 C
10:40 a.m.: ANPA General Session Part 2—Congress Hall 201 C
11:20 a.m.: ANPA Annual Business Meeting—Congress Hall 202 A & B
Noon: United Press International Reception (cash bar)—Congress Hall lobby
1 p.m.: UPI Annual Luncheon—Congress Hall 201 A
3 p.m.: ANPA Topical Clinics (concurrent)—Congress Hall 202 A, 202 C, 203, 205 A and 205 C
7 p.m. ANPA Dinner/Dance—Congress Hall 201 A & B

Wednesday, May 2
7:30 a.m.: Eye opener—Congress Hall
8 a.m.: ANPA General Session Breakfast—Congress Hall 201 A&B
10:30 a.m.: ANPA Topical Clinics (concurrent)—Congress Hall 202 A, 202 C, 203, and 205 A & B
Noon: ANPA Reception (courtesy of The Newsprint Producers of Canada)—Congress Hall
1 p.m.: ANPA Annual Luncheon—Congress Hall 201 A & B
3 p.m.: ANPA General Session—Congress Hall 201 C

Petersburg Times and Evening Independent and president of the Association of Newspaper Classified Advertising Managers..

• "Newspaper Circulation in a Changing Environment"—moderator Joseph B. Forsee, general manager of the International Circulation Managers Association; panelists Jack Butcher, circulation director of The Tampa Tribune; James F. Robinson, circulation director of The Toronto Star; Carleton F. Rosenburgh, vice president, circulation of the Philadelphia Inquirer and Daily News; and Robert L. Ballow, attorney with the Nashville law firm of King, Ballow & Little.

• "Stress and Newspapering"—Robert H. Giles, editor of Gannett Rochester Newspapers, and Nancy M. Giles, psychologist with the Genesee Health Service in Rochester.

The first part of the **Tuesday** General Session will be devoted to advertising.

Newspaper Advertising Bureau President Craig C. Standen and NAB Executive Vice President and General Manager Leo Bogart will open with a presentation on the future of advertising. Following that, three advertising "innovations" will be explored: standardization, by Charles M. Kinsolving Jr., NAB vice president, marketing/new technology; shared mail, by Otto A. Silha, chairman of the board of Cowles Media Co., and James H. Hollis, NAB vice president, mass merchandizing sales; and new product development, by Eric Anderson, NAB vice president, classified advertising.

Standen and Bogart will then discuss selling strategies for national, retail and classified advertising. And Hank A. Simons, NAB vice president, creative director, will talk about training and creative aspects of advertising.

NAB will conclude with its annual business meeting.

The second segment of the Tuesday General Session will be a speech by Brian Mulroney, a member of the Canadian Parliament and leader of Canada's opposition Progressive Conservative Party.

ANPA's annual business meeting, including the election of four new officers and four new directors [presstime, March 1984, p. 55], will end the morning schedule.

The UPI annual luncheon will feature Hammer's address on "Russia, China and the United States."

Five concurrent, two-hour clinics are scheduled for Tuesday afternoon:

• "Three Advertising Topics for Publishers' Interest"—moderator Woodrow G. Shadid, advertising director of The Daily Pantagraph of Bloomington, Ill., and president of the International Newspaper Advertising and Marketing Executives; panelists Roger H. Clapp, advertising director of Richmond (Va.) Newspapers Inc.; Edward H. Harrell, assistant general manager of the Pittsburgh Press Co.; and Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent.

• "Concerns from Your Newsrooms"—moderator Creed C. Black, chairman and publisher of The Lexington (Ky.) Herald-Leader Co. and president of the American Society of Newspaper Editors; panelists John Seigenthaler, president and publisher of The Tennessean in Nashville, editorial director of USA Today and chairman of the ASNE Minorities Committee; Boccardi of AP; David Lawrence Jr., executive editor of the Detroit Free Press; Eugene C. Patterson, chairman of the board of Times Publishing Co., St. Petersburg; Michael G. Gartner, president, chief operating officer and editorial chairman of Des Moines Register and Tribune Co.; Robert D. Sack, attorney with the New York law firm Patterson, Belknap, Webb & Tyler; and Richard M. Schmidt Jr., attorney with the Washington, D.C., law firm Cohn and Marks, and ASNE counsel.

• "Telemarketing—How to Sell Over the Telephone"—moderator Marie Holland, NAB vice president, telemarketing.

• "How to Sell Against the Competition."

• "Publishers, Personal Computers and Telcos—Partners for the Future"—moderator Donald F. Wright, president and chief operating officer of the Los Angeles Times and chairman of the ANPA Telecommunications Committee; panelists Howard Anderson, president and managing director of The Yankee Group, a telecommunications consulting firm; Winston E. Himsworth, first vice president of the investment banking firm Lehman Brothers Kuhn Loeb Inc.; Christopher Burns, president of Christopher Burns Inc., a consulting company; and Charles H. Everill, senior vice president, marketing of Harte-Hanks Communications Inc.

Entertainment at the Tuesday evening ANPA Dinner/Dance will be provided by Noel Talarico and his orchestra and comedian Jean Lapointe.

Convention speakers include, from left, Occidental Petroleum Chairman Hammer, former Treasury Secretary Blumenthal and Montreal Mayor Drapeau.

The featured speaker for the **Wednesday** General Session, which begins with breakfast, will be Blumenthal. His topic will be "The Bipartisan Budget Appeal—Solving the Deficit Dilemma."

Three other speakers also will address the General Session: James L. Atwater, dean of the School of Journalism at the University of Missouri, "Journalism Education—Where Do We Go From Here?"; James D. Robinson III, chairman of the board and chief executive officer of American Express Co., "London Summit: An Agenda for Economic Action"; and Rosa-

Notice of Annual Meeting of the Members of ANPA, Incorporated

Notice is hereby given by the Secretary of the Association, Robert G. Marbut, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Montreal Convention Centre, Montreal, Canada, in Congress Hall 202 A & B, on Tuesday, May 1, 1984, at 11:20 a.m. for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

beth M. Kanter, professor of psychology and of organization and management at Yale University's School of Management and chairman of the board of Goodmeasure Inc., "Change Masters—What They Do Differently."

Four 90-minute concurrent clinics will conclude the morning program:

• "Future Profits or Future Shock"—Panelists George D. Hutchison, director of finance and administrative services of Pacific Press Ltd. of Vancouver, British Columbia, and president of the Institute of Newspaper Controllers and Finance Officers, and George J. Lister, executive vice president and general manager of The Times Leader in Wilkes-Barre, Pa.

• "Communications—A Two-Way Street"—moderator Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette and chairman of the ANPA Labor and Personnel Relations Committee; panelists Eldon A. Case, employee relations director of Phoenix Newspapers Inc.; Don C. Becker, president of Detroit Free Press Inc.; James D. Boswell, vice president employee and public relations of the Los Angeles Times; and Gerri W. Cordle, employee relations director of The Orlando (Fla.) Sentinel.

• "Employee Complaints—Cases We Won/Cases We Lost"—moderator John B. Jaske, vice president/labor relations and assistant general counsel of Gannett Co. Inc.; panelists Wendell J. Van Lare, director of labor relations of Gannett, and William E. Madison, manager of personnel of the General Services Division of Xerox Corp.

• "The Creative Brain—How Known Brain Functions Can Be Applied to Unlock Creativity, Approach Business Problems and Achieve New Understanding"—Ned Herrmann, chairman of The Whole Brain Corp.

The ANPA Annual Luncheon will feature an address by Prime Minister Trudeau.

The afternoon General Session will be a panel discussion on "How Politicians Use the Press." Moderator will be UPI President William J. Small. Panelists will be Jack W. Germond of The Baltimore Sun, Allan Fotheringham of Southam News Service, Robert S. Boyd of the Washington Bureau of Knight-Ridder Newspapers Inc., Canadian Sen. D. Keith Davey, and political consultants David L. Garth and Lyn Nofziger, former White House political advisor to President Reagan. □

Association mission, goals restated

The ANPA Board of Directors has readopted the Association's mission statement and slightly reworded the implementing objectives. The mission and objectives are part of the strategic-planning process instituted in 1982 [presstime, March 1982, p. 57].

"The committees, staff and members will use those objectives as guidelines for planning the Association's priorities, activities and budget for 1985," said ANPA Executive Vice President Jerry W. Friedheim. "Members who have suggestions for action projects to support any of the objectives may submit those to any of the Association's officers."

The ANPA's mission as stated by the Board is: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

The long range objectives for carrying out the mission are:

• "To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly

• "To represent the newspaper business in dealings with the government, the courts and others

• "To assist newspapers in enhancing their operating effectiveness

• "To widely disseminate information to and about the newspaper business

• "To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business."

ANPA International Representative Dan C. Biondi (left) and ANPA Telecommunications Committee Chairman Donald F. Wright of the Los Angeles Times admire a plaque awarded to Biondi in recognition of his 14 years of service to the Association. ANPA Executive Vice President Jerry W. Friedheim praised Biondi for his invaluable guidance on difficult international concerns. He said Paris-based Biondi has decided to reduce his work schedule somewhat, but he still will be available as a consultant to ANPA and to assist newspaper executives on international matters.

The strategic-planning schedule for meeting these objectives in 1985 has the following 1984 due dates:

• May 7—Committees and staff make general recommendations for possible new/amended strategies and actions for 1985 and forward them to the Executive Committee.

• June 11—Executive Committee reviews/ranks strategy and action recommendations and forwards them to the Board, committees and staff.

• Aug. 6—Committees and staff complete detailed strategies, actions, timetables and 1985 cost estimates.

• Aug. 29—Executive Committee receives/reviews/ranks the above and makes recommendations to the Board.

• Sept. 12—Board reviews, amends/approves the Executive Committee's recommendations and forwards them to committees and staff for reaction.

• Nov. 5—Staff completes 1985 draft budget based on the above.

• Nov. 13—Executive Committee reviews draft budget and recommends to the Board.

• Dec. 5—Board reviews/amends/adopts 1985 budget. □

What to do in Montreal

BY BILL BANTEY

Svelte, sophisticated, stylish and just a little bit cheeky—that's Montreal, the city which has made the parodox an art form. It offers the newest of *nouvelle cuisine* in the oldest of old quarters—*Vieux Montréal*—dating to the 1600s. In winter, its denizens—both male and female—are swathed in exquisite home-grown furs which the sprawling underground city makes superfluous. There's the clean, efficient Metro subway and the romantic *caleche*, or horse-drawn carriage. Avant-garde French theatre and Molière—in English as well as French. The *Orchestre symphonique de Montréal*, the Ballets Jazz and *Les Grands Ballets Canadiens*. Striking street murals by amateur artists and works by Rembrandt and Rubens in the fine arts museum.

Getting to know Montreal, the second largest French-speaking city in the world, is as easy as *un, deux, trois*. Don't anticipate a cold shoulder as you might in Paris. The *Québécois* is a particularly warm individual who will be genuinely pleased to welcome you.

And don't be deterred from trying out your rusty high school French on Montrealers. Most of the people you are likely to meet will be fairly bilingual, anyway. They are delighted by Americans who make an effort to speak French and won't be insulted by a linguistic mix-up or an Anglicism because their French often wouldn't make the *Académie Française* either.

For those who like to know what they are getting themselves into, here is some general information about Montreal:

Weather. Spring is frankly glorious in Montreal. The weather is mild, hardly more chilly than temperatures in the Northeastern United States. Still, a raincoat and umbrella would prove useful.

Money. Because the Canadian dollar is pegged at around 80 cents of its U.S. counterpart, U.S. currency stretches at least 20-percent further than it does at home. Bring lots; you'll find much to spend it on.

Great buys include:

• *Furs*—Originating with the trappers of the Hudson's Bay Co. in the 17th century, the Montreal fur trade produces stunning garments at highly competitive prices. Particularly fantastic buys are Canada Majestic mink, Canadian red and silver fox, Canadian long-haired beaver, lynx, and Labrador otter. McComber, Labelle, Reid and Desjardins are a few of the city's famed retailers.

• *Inuit (Eskimo) sculpture and prints*—Crafted in green or grey tones of soapstone as well as whalebone, these carvings are magnificent examples of indigenous art. (But note that whalebone may not be taken into the United States.) Depicting family groups, hunting parties, animal, human or fantasy figures, such sculptures have skyrocketed in value over the years. So have the fascinating graphics.

• *Clothing*—A warning: many a Montrealer can make the smartest-attired southern neighbor feel dowdy. True designer-wear—designer labels worn on the outside of clothing were never big here—abounds. Creations by some Montreal *couturiers* such as Lily Simon, John Warden, Leo Chevalier, Michel Robichaud and Jean-Claude Poitras are among the most celebrated. Montrealers often dress with idiosyncratic style and flair which makes people-watching from the vantage point of a sidewalk cafe (of which there are many) or even a seat in the Metro an eye-opening experience.

You'll probably catch the shopping bug. The cure is painless. Just take a stroll over to Holt Renfrew—the Canadian equivalent of Bergdorf Goodman—or to Eaton, Simpson or The Bay department stores. Hundreds of boutiques also dot the cityscape, displaying everything from the kinkiest of punk fashions to the most elegant Yves Saint-Laurent creations.

Sidewalk cafes abound on *Rue Saint-Denis* in the East End.

For flower fans. By spring, not only have the city's parks shed their winter mantle of snow or slush, but flowers are blooming everywhere.

If you like flowers, visit the *Jardin Botanique*, said to be the world's third most beautiful garden. Its 180 acres contain 25,000 species of plant life with 1,200 varieties of orchids alone.

Also of interest to blossom aficionados is *Ile Notre-Dame*, site of the 1980 *Floralies internationales*—the first world horticultural exhibition ever staged in North America. Incidentally, *Ile Notre-Dame*—a man-made island built for Montreal's world exposition Expo 67—is also the home of its annual successor, Man and His World.

The arts. There are some 75 private art galleries in Montreal. Many are close to the Montreal Museum of Fine Arts. The latter is Canada's oldest art museum and contains a fine collection of Western art from antiquity to the present. Canadian and Quebec works are particularly well-represented. The *Musée d'art contemporain* specializes in works created since 1940.

Bantey, a former newsman, is public relations consultant for the city of Montreal.

Montreal is also the home of the *Orchestre symphonique de Montreal*, whose conductor, Swiss-born Charles Dutoit, has done much to give the orchestra world class. In the process, he has become something of a cult figure among Montrealers.

The orchestre and *Les Grands Ballets Canadiens* perform at *Place des Arts*, the city's performing arts centre.

Jazz greats—Oscar Peterson is a Montrealer—appear regularly in various jazz clubs around the city.

Dinner-theater fever has hit Montreal, and there are now several spots offering sumptuous dining followed by a theatrical presentation, either in French or English.

French theatre thrives. On any given evening, one may choose from among French translations of English hits, classical French repertory, modern Quebec works (perhaps you've heard Michel Tremblay is a Montrealer), various English-language theatre and road company productions of Broadway musicals.

English-French dichotomy. East is East and West is West and never the twain shall meet—except in Montreal where what have been dubbed the "two solitudes" have worked, lived together and intermarried for hundreds of years.

Nevertheless, the East End of Montreal is viewed as French, perhaps a few rungs down on the social ladder and livelier, while the West End of Montreal is regarded as the bastion of the "anglophone" and tends to be more staid and at times wealthier.

However, such distinctions are not cut-and-dried. Take, for example, the two entertainment districts. Crescent Street in the West End offers a swinging sort of nightlife with restaurants, bars and shops in the Greenwich Village fashion of converted townhouses. *Rue Saint-Denis* in the East End is the French counterpart, located in the heart of Montreal's Latin Quarter. It, too, is bursting with restaurants, bars, sidewalk cafes and boutiques. The differences between the two are more of degree—and language. Perhaps a political activist would feel more at home on *Rue Saint-Denis* while an up-and-coming professional would party on Crescent.

Underground city. Montreal began the trend towards the underground city when designers studied Leonardo da Vinci's subterranean concept. The city below began in the 1960s at *Place Ville-Marie*, the city's business core. There are now more than six miles of underground pedestrian pathways lined with stores, restaurants and bars linking major business and hotel complexes.

The Metro, Montreal's clean, efficient and quiet subway, glides on rubber wheels to more than 70 stations, each featuring one or more works of art.

Nature's beauty. Montreal is an island, surrounded on three sides by the St. Lawrence River and by the *Riviere-des-Prairies* on the fourth. The city is at the heart of the St. Lawrence Seaway, the navigable waterway stretching 1,000 miles to the east and 1,300 miles to the west. Designed by Frederick Law Olmsted, who also planned New York City's Central Park, Mount Royal Park covers the mountain just behind the city center, providing an immense oasis of tranquility close to the bustling heart of town. Views from there of the St. Lawrence and the city are breathtaking.

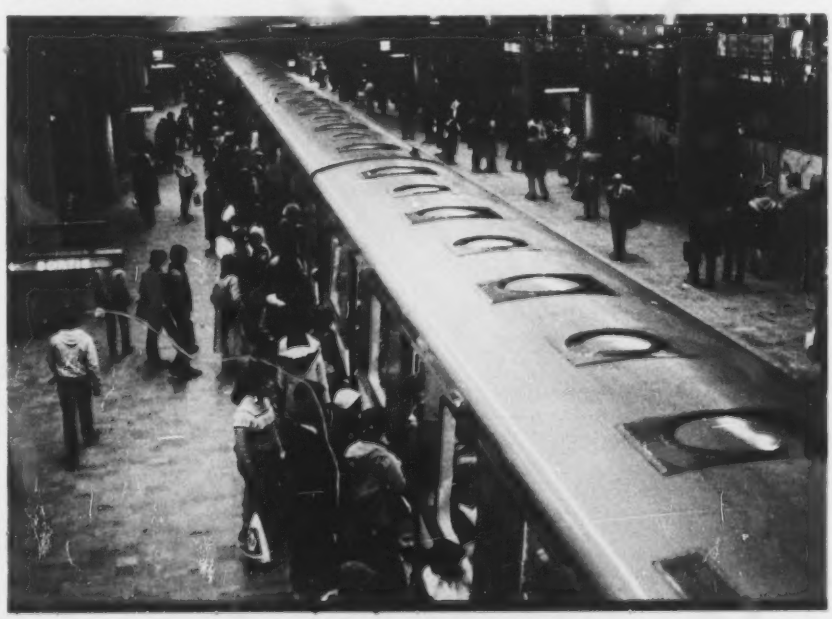
Vieux Montreal. In the mid '60s, the city administration and a number of private corporations began restoration work on the city's historic quarter and the site of the first settlement in 1642. The area is known for its quaint, cobblestone streets, gourmet restaurants, boutiques, sidewalk cafes, and bistros. Notre-Dame Basilica in *Vieux Montreal* is one of the most beautiful churches in North America. It has three magnificent stained-glass windows and houses one of the largest organs ever built by Casavant.

Lodging. Hotels range from the business-like Queen Elizabeth to the French-owned *Meridien*, from the elegant Four Seasons to the trendy little *Hôtel de la Montagne* and old-monied Ritz-Carlton. There are a number of others for the smaller pocketbook as well. Many are linked to Montreal's underground network.

Dining. There are scores of first-rate restaurants in Montreal. Several could be considered truly great. French cuisine, of course, reigns supreme. Such establishments as *Les Chenets*, *Les Halles*, The Beaver Club and *Restaurant Rene Varaud* are posh and sophisticated. Ethnic cooking from China (Montreal has an interesting Chinatown), Germany, Japan, Greece, Spain, Italy, Hungary, India, Columbia, Austria, Argentina and other countries is available. There is also authentic French-Canadian fare—*tourtiere* (meat pie), or *feves au lard* (pork and beans), washed down with *caribou*, a mixture of red wine and pure alcohol.

Ambiance is the watchword in Montreal's restaurants. From a tiny candlelit establishment in *Vieux Montréal* to the noontime mob scene at Schwartz's Hebrew Delicatessen, eating in Montreal is not only a delight for the palate but also in terms of atmosphere.

Spring is a particularly fine season to visit Montreal. The city has had ample time to pull itself out of its winter doldrums, don its most colorful attire and rehearse its most impressive events. Besides, baseball fans, it's Montreal Expo time. Don't miss it, either. □



The clean, efficient Metro provides intra-city mobility.

ANPA Calendar

APRIL

ANPA Training Committee meeting
Hyatt Regency, Long Beach, Calif., April 5

ANPA/Texas Daily Newspaper Association Supervisory Development Workshop
Sheraton-Dallas Hotel and Towers, April 6-7

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Sheraton-Dallas Hotel and Towers, April 9-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., April 9-13

ANPA/American Bar Association Task Force meeting
Loews L'Enfant Plaza, Washington, D.C., April 11-12

ANPA Press/Bar Relations Committee meeting
The Washington Post Co., Washington, D.C., April 12

ANPA/ABA/ASNE Libel Law Under the Constitution Seminar
Loews L'Enfant Plaza, Washington, D.C., April 13

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation Board of Trustees meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Hyatt Regency Montreal, April 28

ANPA Labor and Personnel Relations Committee meeting
Bonaventure Hotel, Montreal, April 29

ANPA Annual Convention
Montreal Convention Centre, April 30-May 2

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., April 30-May 4

MAY

ANPA presstime Advisory Committee meeting
Montreal Convention Centre, May 1

ANPA Board of Directors meeting
Montreal Convention Centre, May 2

ANPA Foundation Board of Trustees meeting
Montreal Convention Centre, May 2

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., May 14-18

ANPA/ASNE/APME Leadership in the Newsroom workshop
Back Bay Hilton, Boston, May 21-23

JUNE

ANPA Labor and New Technology Seminar
Georgia World Congress Center, Atlanta, June 8-9

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 9-13

ANPA Executive Committee meeting
Hyatt Regency Atlanta, June 11

ANPA/NPRA Newspaper Training Conference
San Antonio Marriott, June 14-16.

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., June 25-29

ANPA Foundation/Oregon Newspaper Publishers Association Northwest Literacy Symposium
Portland Hilton, June 29-30

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA Management Introduction to Technical Operations Seminar
The Newspaper Center, Reston, Va., July 23-27

ANPA

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Letters

Newsprint and the Common Market

I read the article "New Common Market quotas could affect prices here" that appeared in the February issue of presstime. I was somewhat bemused by the approach and the conclusion, particularly in view of the thrust of the author's conversation with me as he prepared his material.

What is characterized as a "tiff" is, in reality, an international trade dispute of substance inasmuch as the European Community has broken a GATT-bound trade agreement. Principle is involved, and a settlement will ultimately be reached through bilateral discussions between Canada and the Community, or through the use of more formal GATT procedures.

At issue, as far as European newspaper publishers are concerned, is whether they will have free access to newsprint from all supply sources. This is a matter of importance to publishers everywhere, and I am astonished that such a fundamental point was overlooked. Relating a possible unsatisfactory resolution of the issues to the price of newsprint in the United States seemed to me, at least, to be a strained linkage of circumstances.

Howard Hart, president
Canadian Pulp and Paper Association
Montreal

Is it outmoded?

I read your views on the fairness doctrine (Chairman's Corner, March), and wanted to share a thought.

The fairness doctrine may not be as outmoded as the statistics suggest. It might well contribute to a containment of what some call a "bandwagon approach" perhaps inherent in today's national media.

Robert Paddock, Jr.
Paddock Publications Inc.
Arlington Heights, Ill.

Comments on the new format

I like the new format for presstime. The changes are very effective.

P. Cameron DeVore Esq.
Davis, Wright, Todd, Riese & Jones
Seattle, Wash.

Sincere congratulations . . . in developing the impressive new format of "presstime".

It is a noteworthy improvement.

Howard J. Brown
Publisher
Kenosha News
Kenosha, Wis.

Just a note to congratulate you and your associates on the new format of presstime. Excellent presentation and very readable!

Alan S. Donnahoe
Vice chairman, chief executive officer
Media General
Richmond, Va.

Your new presstime feel and look is just right, even better than the excellent previous issues. Reads well from top of page, through the body type and into the captions and artwork. That Novarese does focus the eyes, yet somehow, not on itself!

Presstime earns our thanks and congratulations for this latest evolution, as well as for the steady improvement in usefulness and pertinence of presstime over the past five years. It is must reading for me and a frequent pass-along or copy to key managers.

Stephen W. Ryder
Vice president
Ottaway Newspapers Inc.
Medford, Ore.

Belatedly, I'd like to congratulate you for the changes in presstime body typeface.

The new face is much more readable. Your readers thank you.

Now, about that headline face . . . !!!

Gene McDavid
Vice president, operations
Houston Chronicle

We subscribe to presstime and I just received the current, revised version of the magazine and just want to let you know that it looks great and is much easier to read etc.

Margit Rubins, librarian
Marketing research
Los Angeles Times

Newspapers thanked by New Zealander for courtesies

Editor's note: This letter was received by the Public Affairs Department of ANPA. Because the contents will be of interest to many presstime *readers, the letter is being published here.*

I am writing to you to thank the American newspaper executives for the kindness and generosity they have blessed me with over the last few months.

I love reading newspapers; journalists are my gods. Here in New Zealand, overseas newspapers are unobtainable, so to do something about it I searched in our local public library, got some addresses of U.S. newspapers explaining to them my predicament, my love of papers, etc. Your circulation managers and directors were absolutely marvelous, their thoughtfulness and kindness made me shake my head in wonder. They sent me everything from Sunday editions, to morning and evening editions, TV supplements, Parade and Southwest magazines. The Dallas Times Herald gave me a month's free subscription. I got copies of the New York Times, Miami Herald, Albuquerque Journal, Tulsa World, Corpus Christi Caller-Times, Denver Post, Los Angeles Times, Kansas City Star, San Antonio News, Knickerbocker News, Detroit Free Press, Sacramento Union, San Diego Tribune and Pasadena Star-News.

I'm still shaking my head in wonder. (So are my friends.) Your newspapers are pure masterpieces, your editorial pages superb—these pages are good guides to sensible thinking—your news items are written in an easy-to-read, free-flowing style, the advertising displays are pure artistry.

Each paper I've had has been passed on to friends, relatives, neighbors and work colleagues, and everyone enjoyed them as much as I did.

I thought it's time I wrote to express a general sort of thanks to the great industry you represent.

I still want and cherish the "importance" of reading more American newspapers, but I'm getting a little afraid to write to any more American papers in case they might think I'm a scrounger.

My sincere heartfelt thanks to you all.

Eric Moutter
Supervisor, Toll Exchange
Chief Post Office
Palmerston North, New Zealand

"We bought Uniman 4/2 because we want to be the best daily paper we can be."

Gardner Pate,
General Manager and President
Stuart News

Uniman 4/2 is now "up and running," at The Stuart News, Scripps-Howard's rapidly growing, 26,000 circulation daily in Stuart, Florida. And it is achieving the improved print quality and productivity they expected.

"Sunday's edition used to require four to five press runs", stated Mr. Pate, "we now do it in two!"

UNIMAN 4/2 features ink fountains and direct plate dampening for high print quality and provides unique access within the arch for ease of maintenance.

M.A.N.-Roland's objective is to build and install the finest newspaper presses available. With Stuart now on-stream, the list of installations in North America is growing. UNIMAN 4/2, the affordable double-width offset press for growing newpapers who want the best. Take a look for yourself.

For a demonstration, or free brochure, write M.A.N.-Roland, Newspaper Press Division, 333 Cedar Avenue, Middlesex, N.J. 08846. Or call us at 201-469-6600.

UP AND RUNNING at The Stuart News

Newspaper Press Division

Yesterday, Today, Tomorrow.

In the unpredictable world of news, one thing is certain: You don't become the backbone of the world's information system overnight.

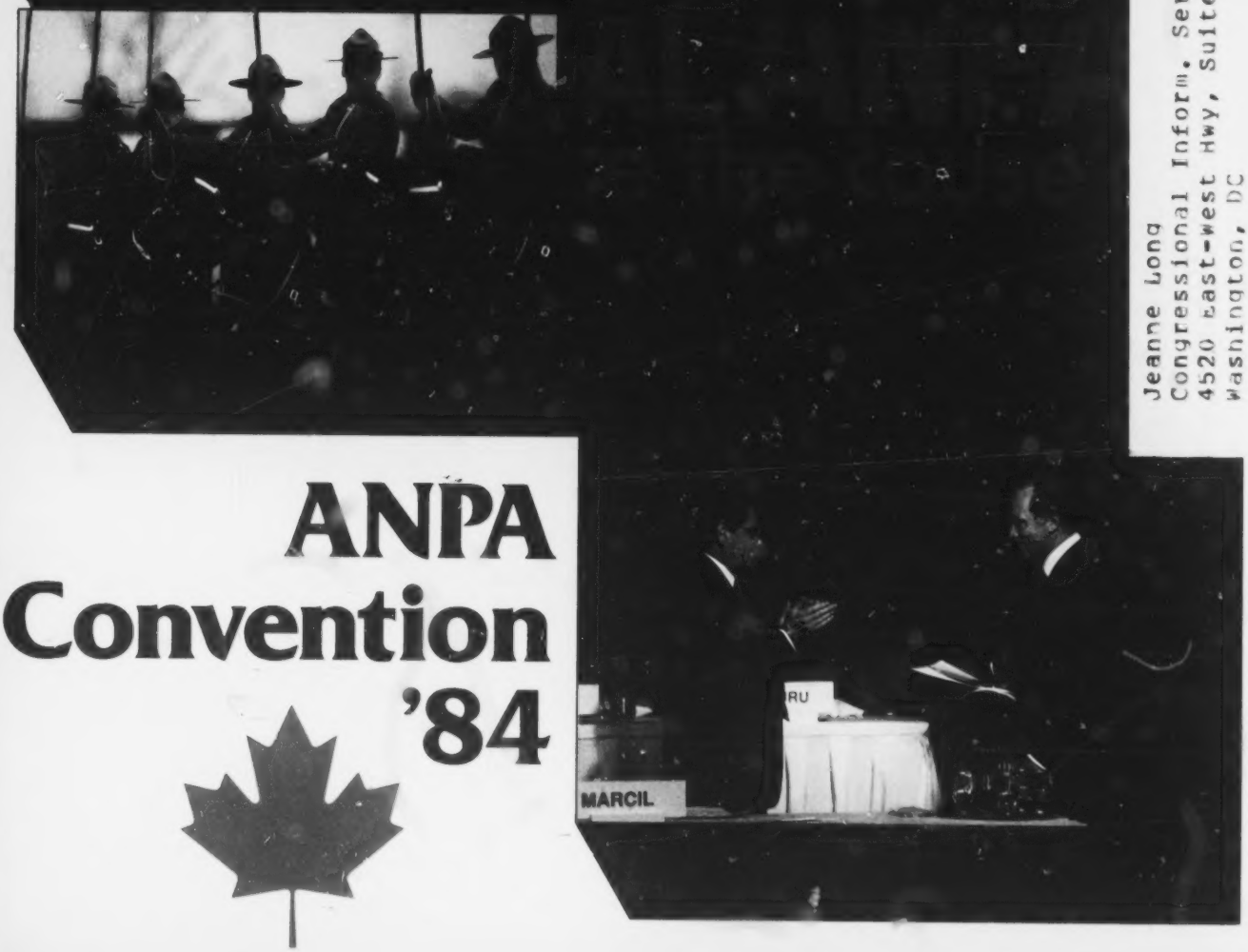
It takes experience (since 1848); a dedicated, talented staff (2,857 worldwide); an unequaled communications network (132 domestic and 82 foreign bureaus); and the combined resources of the world's oldest and largest news cooperative (1,300 daily U.S. newspapers, 76% of all English-language daily U.S. newspapers, 86% of the total U.S. newspaper circulation).

The Associated Press, one of a kind.

May 1984

presstime

The Journal of the American Newspaper Publishers Association



ANPA Convention '84

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
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"We bought Uniman 4/2 because we want to be the best daily paper we can be."

Gardner Pate,
General Manager and President
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Newspaper Press Division

The Boston Globe, a wholly owned subsidiary of Affiliated Publications, Inc.

Boston. The city that put the nation on its feet.

While some might call the idea of running 26 miles, 385 yards from Hopkinton to Boston crazy, back in 1897 we put our toes on the line, fired the starting gun and called it The Boston Marathon.

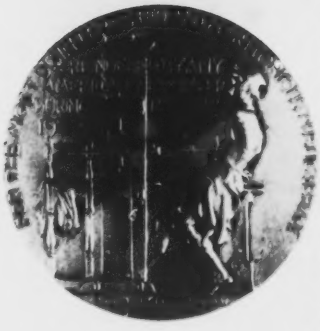
It's the kind of spirit that helped start a nation.

It's also helped Boston become a leader in education, medicine and high technology.

Boston—the type of city that keeps a newspaper on its toes.

The Boston Globe

Paul Goldberger and John Noble Wilford of The New York Times win Pulitzer Prizes for 1984



1918 The New York Times, "for the most disinterested and meritorious public service rendered by an American newspaper"—complete and accurate coverage of the news of the war.

1923 Alva Johnston, for distinguished reporting of scientific news.

1926 Edward M. Kingsbury, for the most distinguished editorial of the year, on the Hundred Neediest Cases.

1930 Russell Owen, for graphic news dispatches from the Byrd Antarctic Expedition.

1932 Walter Duranty, for dispassionate interpretative reporting of the news from Russia.

1934 Frederick T. Birchall, for unbiased reporting of the news from Germany.

1935 Arthur Krock, for distinguished correspondence, impartial and analytical Washington coverage.

1936 Lauren D. Lyman, for distinguished reporting: a world beat on the departure of the Lindberghs for England.

1937 Anne O'Hare McCormick, for distinguished foreign correspondence: dispatches and special articles from Europe.

1937 William L. Laurence, for distinguished reporting of the Tercentenary Celebration at Harvard, shared with four other reporters.

1938 Arthur Krock, for distinguished Washington correspondence.

1940 Otto D. Tolischus, for articles from Berlin explaining the economic and ideological background of war-engaged Germany.

1941 The New York Times, special citation "for the public education value of its foreign news reports, exemplified by its scope, by its excellence of writing, presentation and supplementary background information, illustration and interpretation."

1942 Louis Stark, for distinguished reporting of important labor stories.

1943 Hanson W. Baldwin, for a series of articles reporting a tour of the Pacific battle areas.

1944 The New York Times, "for the most disinterested and meritorious service rendered by an American newspaper"—a survey of the teaching of American history.

1945 James B. Reston, for news dispatches and interpretive articles on the Dumbarton Oaks Security Conference.

1946 Arnaldo Cortesi, for distinguished correspondence from Buenos Aires.

1946 William L. Laurence, for his eyewitness account of the atomic bombing of Nagasaki and articles on the atomic bomb.

1947 Brooks Atkinson, for a distinguished series of articles on Russia.

1949 C. P. Trussell, for "consistent excellence in covering the national scene from Washington."

1950 Meyer Berger, for "a distinguished example of local reporting"—an article on the killing of 13 people by a berserk gunman.

1951 Arthur Krock, a special commendation for his exclusive interview with President Truman as "the outstanding instance of national reporting in 1950."

1951 Cyrus L. Sulzberger, special citation for exclusive interview with Archbishop Stepinac of Yugoslavia.

1952 Anthony H. Leviero, for distinguished reporting on national affairs.

1953 The New York Times, special citation for its Sunday Review of the Week Section, which "for 17 years has brought enlightenment and intelligent commentary to its readers."

1955 Harrison E. Salisbury, for a series of articles based on his six years in Russia.

1955 Arthur Krock, a special citation for distinguished correspondence from Washington.

1956 Arthur Daley, for his sports column, "Sports of The Times."

1957 James B. Reston, for distinguished reporting from Washington.

1958 The New York Times, for its distinguished coverage of foreign news.

1960 A. M. Rosenthal, for perceptive and authoritative reporting from Poland.

1963 Anthony Lewis, for his distinguished reporting of the proceedings of the United States Supreme Court.

1964 David Halberstam, for his distinguished reporting from South Vietnam.

1968 J. Anthony Lukas, for "a distinguished example of local reporting"—an article on a murdered 18-year-old girl and the two different lives she led.

1970 Ada Louise Huxtable, architecture critic, for distinguished criticism.

1971 Harold C. Schonberg, music critic, for distinguished criticism.

1972 The New York Times, "for a distinguished example of meritorious public service by a newspaper through the use of its journalistic resources"—publication of the Pentagon Papers.

1973 Max Frankel, for his coverage of President Nixon's visit to China, a distinguished example of reporting on international affairs.

1974 Hedrick Smith, for his coverage of the Soviet Union in 1973, a distinguished example of reporting of foreign affairs.

1976 Sydney H. Schanberg, for his coverage of the fall of Cambodia, a distinguished example of reporting on foreign affairs.

1976 Walter W. ("Red") Smith, for his Sports of The Times column, an example of distinguished criticism.

1978 Henry Kamm, chief Asian diplomatic correspondent, for calling attention to the plight of Indochinese refugees, an outstanding example of reporting on foreign affairs.

1978 Walter Kerr, Sunday drama critic, for an outstanding example of distinguished criticism.

1978 William Safire, Op-Ed Page columnist, for his columns on the Bert Lance affair, an example of distinguished commentary.

1979 Russell Baker, for his "Observer" column, an example of distinguished commentary.

1981 Dave Anderson, for his Sports of The Times column. An example of distinguished commentary.

1981 John M. Crewdson, for his coverage of illegal aliens and immigration. A distinguished example of reporting on national affairs.

1982 John Darnton, bureau chief, Warsaw, for his coverage of the crisis in Poland. A distinguished example of international reporting.

1982 Jack Rosenthal, deputy editorial page editor. A distinguished example of editorial page writing.

1983 Thomas L. Friedman, for his coverage of the war in Lebanon. A distinguished example of international reporting.

1983 Nan Robertson, for her article in The New York Times Magazine on her experience with toxic shock syndrome. A distinguished example of feature writing.

1984 Paul Goldberger, architecture critic, for distinguished criticism.

1984 John Noble Wilford for reporting on a wide variety of scientific topics of national importance.

The New York Times and members of its staff have won 54 Pulitzer awards. More than any other newspaper.

presstime

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CHAIRMAN'S CORNER

Changes in committee structure will make ANPA more responsive

It is especially gratifying to me to have this opportunity to speak with you from this presstime column. It was my privilege several years ago to be a part of the study committee which nurtured the idea of a comprehensive ANPA journal, and we have watched it evolve into the fine publication we have today. Presstime is an accomplishment with which everyone in ANPA should be pleased, and we will strive to make it even more useful to you.

We have taken a couple of steps to encourage your participation in the Association by putting into effect some changes that will simplify the committee structure and thus make it easier for action recommendations to come to the Board of Directors. We consider it essential that every member of ANPA feel assured that his or her thoughts about the Association—positive or negative—will be considered and acted upon on the basis of their merit.

Richard J. V. Johnson

Accordingly, we have made these changes in our committee titles and structures:

- The former Labor and Personnel Relations Committee has been renamed the Human Resources Committee, because that better reflects its responsibilities. And, we hope this will stimulate input from the membership and provide direction of the committee.
- The former Press/Bar Committee has been renamed the Legal Affairs Committee to better reflect the scope of its advisory function.
- The former Newsprint Committee and the former Traffic Committee have been combined into the new Newsprint and Transportation Committee, because the duties of the two former committees were so interrelated.
- The former Readership and Marketing Committee and the former Training Committee now comprise a single, more comprehensive group to be called the Industry Affairs Committee.
- The several previous technical-research and technical-training oversight committees have been joined to form a new and more efficient Technical Committee.
- The planning committee for our Operations Management Conference & Exposition now will report directly to the Board of Directors, because of the importance of that project to the Association's members.

(We urge you to make your plans to attend the Conference & Exposition next month in Atlanta. Once again we will feature more than 200,000 square feet of equipment displays—far more than you can see and study in any other place at any other time. And, the substantial Conference program is a real bonus.)

The former Membership Committee has been dropped, and that oversight function will be performed by an ANPA director.

With our business now moving quickly and confidently out of the valley of recession, we expect ANPA to be at the top of our activity cycle for many months. For our newspapers, that means renewed demands for efficiency and productivity—even expansion. For the Association, with its activities now fully joined and coordinated in an excellent facility and directed by a skilled staff, the days ahead offer an unequalled opportunity to aid our newspapers through expanded and more effective informational, consulting, training and leadership services.

Richard J. V. Johnson
Chairman and President

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THE PULITZER PRIZE FOR DISTINGUISHED REPORTING ON INTERNATIONAL AFFAIRS

This highest honor in journalism has been awarded to Karen Elliott House, foreign editor of The Wall Street Journal.

The award was given for her reporting from the Middle East in the spring of 1983 and, in particular, for a series of stories on King Hussein of Jordan and his pivotal role in President Reagan's abortive Middle East peace plan.

THE PULITZER PRIZE FOR DISTINGUISHED COMMENTARY

This highest honor in journalism has been awarded to Vermont Royster, columnist and former editor of The Wall Street Journal.

The award was given for his weekly column, *Thinking Things Over,* which has appeared in The Journal for the past twenty years.

This is the second Pulitzer Prize Mr. Royster has won. He was awarded the honor in 1953 for editorial writing.

Congratulations, Karen and Roy, from your friends and colleagues at The Wall Street Journal and Dow Jones.

Night work

Conversion to a.m. publication causes family, lifestyle changes

BY ANNE-MARIE FENDRICK

In 1976, the Modesto (Calif.) Bee set off a national trend by converting from afternoon to morning publication. The Bee's adventure was a success: circulation has climbed from 51,301 when the paper was a p.m., to 69,921 in the nearly eight years since conversion. Reader responses, opinion polls and the decisions of 81 newspapers to follow the Bee's example all vindicate the conversion experiment.

But to the Bee's pre-conversion employees, almost all of whom stayed with the newspaper after the adjustment in publication schedule, the decision to convert is still a matter of personal concern, as it is at other papers that have converted.

Conversion means many news-editorial, production and circulation staffers are confronted with a radical change in their work hours.

Instead of going to work before dawn and getting off as early as 2 in the afternoon, with plenty of time to enjoy daytime outdoor activities, a copy editor whose paper changes to morning publication very likely will be expected to report to work at the same time he once had completed a day's work. Circulation truck drivers who once worked at midday to deliver afternoon papers are, after conversion, suddenly out on the roads delivering papers in predawn darkness. Production workers see their hours turned topsy-turvy to meet revised, morning printing schedules.

Lingering problems. In general, a switch to these alien late-night or afternoon-evening shifts can cause tremendous upheaval in a person's lifestyle. The aftershocks can go on for years.

Employees cite lingering problems that include insomnia, family and marital discord, blank social calendars, and strained friendships—even health problems—resulting from the inversion of working hours.

"These people suddenly had their whole world turned upside down," notes Modesto Bee Production Director Donald C. Lengling.

For managers, supervision after a conversion "is a whole new ball game." Some newspapers become 24-hour operations. Staffing needs shrink or expand at varying hours, while services such as security and facilities services have to be expanded.

"You have to plan more thoroughly," says Ken Hall, managing editor at the Bennington (Vt.) Banner, which converted to a.m. publication in May 1983. "There's an amazing amount of adjustment."

At Hall's newspaper, the biggest problem was developing a newsroom schedule that meets coverage needs. While his editorial staff was increased by one to 11 people after the conversion, "we're still feeling overstaffed" at certain points some days, but understaffed at other times.

Managers also cite communication problems and a lack of staff camaraderie. "You are very isolated and don't have any contact with the organization as a whole," says Sandra Atkins, production manager at the Brattleboro (Vt.) Reformer.

She adds: "You never see some people, and it's tough to maintain communication between the day and night sides. You have to make an extra effort to come in at night or during the day to see what's going on with the other shifts."

Management, however, is likely to adapt much more readily to conversion than are the rank-and-file employees forced into wrenching schedule changes.

One of every four American workers has hours that do not fall within the 9-5 or 8-4 norm. For many of these workers, night work is their choice. But most afternoon newspaper employees—having spent years waking in the morning, falling asleep in the evening and working in be-

Jack Coughlin

Wire Editor Mark Tarmacki enters Brattleboro Daily Reformer office for night work.

Fendrick is assistant editor of ANPA's Labor and Personnel Relations Letter and editor of the Newspaper Personnel Relations Association News.

tween—never expected to join the growing numbers of these so-called shiftworkers.

The effect of new, usually late work hours is probably most dramatic in its impact on an employee's marriage and family life.

"We've had more marital trouble than is usual," says one editor, who adds that a third of his department's staff went through divorces after the newspaper's conversion. "It may be a fluke for the rest of them, but in my case the divorce was partly caused by the conversion," said the editor.

And at another newspaper, a pressman was awarded retirement disability on the basis of his claim that the conversion to morning publication left him unable to sleep, caused him to lose 40 pounds and "mutilated" his social life.

Such complaints are not short-lived. At the Modesto Bee, employees are still trying to cope nearly eight years after conversion to morning publication.

"Most of those who went through the conversion have adjusted," says Managing Editor Albert Ray Nish, "but they still show effects of it. Some can never adjust."

Scientific view. Scientists agree that some employees never adapt to offbeat work hours. When people work at night and sleep during the day, they upset their body "clock" by which the brain programs various biological processes at preset times during a 24-hour period, sleep researchers point out. The body is preset through these circadian rhythms for lessened activity at night, by means of lower body temperature, lower urine production and other physiological processes.

Inverting the natural sleep cycle can upset all of that. Night workers tend to sleep fewer hours than day workers, are generally less productive and are more susceptible to illness, research shows.

"Rotating workers or people working nights have more transient health problems," says Dr. Michael Colligan, a shiftwork expert for the National Institute for Occupational Safety and Health. "They are more susceptible to the little ailments that sweep through society—the colds, viruses and flu."

"It (shiftwork) is a major new occupational disease," claims Dr. Marvin Moore-Ede of Harvard Medical School. "There's more sickness from rotating shifts than from chemical exposure."

Moore-Ede continues: "There's a huge hidden cost in quite serious health problems and the mistakes people make. It's not an unsolvable problem if attention is paid to it. We've gone into plants and had a 20-30 percent increase in productivity after we rearranged the shift schedules."

At least one researcher recommends screening employees before putting them on night shifts. "There are some basic medical qualifications," says Don Tepas, a professor at the Illinois Institute of Technology and director of its sleep laboratory. "It would be very ill-advised to put people with heart disease or diabetes on a night shift."

Tepas adds that the newspaper industry is unusual because of the fluctuating requirements for staff in going to press several times a day.

As part of a NIOSH study, Tepas conducted a survey of pressmen at one metropolitan newspaper with morning and afternoon editions. "We were amazed," he says, "at the work schedules of the pressmen. They were some of the worst we've seen in any industry."

Tepas noted that the length of the pressmen's shifts depended, in part, on the press run of the newspaper, and pressmen he surveyed for the NIOSH study sometimes learned whether they would work day or night shifts only 24 hours ahead of time.

The newspaper industry is also unusual, Tepas notes, because of the advanced average age of production employees. At the newspaper he visited, pressmen needed 20 years of job seniority to earn the privilege of working daylight hours.

Despite the disadvantages and personal disruptions of nighttime work, it is usually only youth carriers who abandon ship in large numbers following a conversion to a.m. publication. While carrier turnover can rise to 300 percent following a conversion, few full-time adult employees resign because of the switch, say executives of papers that have gone through the process.

Why? For many staffers, the decision to stick with their job is a matter of economics, just as it is with the executives who ordered the conversion. In an industry where modernization is already making many jobs obsolete, specialized production and even editorial jobs are hard to come by. For others, the decision to remain on the job despite the undesirable hours is a matter of deciding to cling to a challenging assignment or to reside in a choice location.

A small-town editor explains it this way: "This happens to be a super area to live in, so you make adjustments. Everybody makes a choice. Nobody holds a gun to your head and says you have to do it."

Some employees even enjoy working at night. At the Brattleboro Reformer, Production Manager Atkins reports, "Some people prefer to work at night because it fits their lifestyle. My assistant night foreman has a little boy, and she loves to garden and do the shopping during the day. Someone who plays golf can play on the weekdays when the golf courses are not busy. It has all sorts of plusses."

Paving the way. Clearly, not everyone sees the situation that rosily, and newspapers are increasingly trying to ease the trauma of upsetting one's work routine. Staffers often are informed of planned conversions up to a year in advance at individual or group meetings with their publishers and department heads.

Keith Claybourne, corporate director of employee relations at The New York Times Co., considers his company's internal communications system the key to the smooth transition of about a dozen of the company's Southern newspapers to a.m. publication.

"You indicate to employees that you're considering it six months to a year before doing it," he says. "By the time it comes, employees anticipate the change."

The Cape Cod Times of Hyannis, Mass., which converted April 23, handled its transition with care. Publisher Scott Himstead appealed to the loyalty of employees and their desire to watch the company grow.

At the Delaware State-News in Dover, Publisher O. D. Bailey rented a local fire hall and held a buffet dinner for employ-

"We've had more marital troubles than is usual," says one editor, who adds that a third of his department's staff went through divorces after the newspaper's conversion to the a.m. cycle.

ees and their families as part of his effort to effect a smooth transition to a.m. publication.

While employees may be pampered somewhat in preparation for a conversion, management tends to feel that once the change is made, they simply have to learn to live with their new hours.

"It's dead-of-the-night work, and that's the way it is," says James G. Banman, personnel director at The Denver Post. "We had many meetings in circulation to make them feel a part of it. But there is no textbook on (adapting to) it."

Nelder Dawson, director of personnel and employee relations at the Alexandria (La.) Daily Town Talk, says, "If they can't adapt, they drift off to other jobs. We tried to offer whatever help we could, but we found not a lot could be done. A whole lot is up to the employee."

In Modesto, Managing Editor Nish notes that since the Bee's pioneering conversion in 1976, much more is known about the effect of stress on employees. "We tried to think about the human factor," he says, "but now there are steps to take to minimize problems.

"I suggest counseling, taking employees into management's confidence at an early enough stage for them to anticipate changes, and asking employees for their ideas. It's management's obligation to tap that resource."

After conversions, managers usually try to make as many scheduling concessions as possible. For instance, management at the Clarksville (Tenn.) Leaf-Chronicle arranged for the schedules of several workers to coincide because they were in the same carpool.

Many newspapers try different shift schedules and may go through several before finding one which works best for both employees and management.

"If you institute swing shifts," notes Atkins of the Brattleboro Reformer, "employees have a lot of problems adjusting. It takes one to one-and-a-half weeks to adjust to a new shift schedule."

Atkins left it up to production employees as to whether they would take turns working at night or institute fixed schedules with some employees regularly working nights and others working days.

In the newspaper's editorial office, the staff tried a one-month-night, next-month-day rotating schedule but then settled on fixed night or day schedules. "We tried shifting schedules but found it didn't work at all," says Assistant Editor Greg Worden. "You would get in the swing one way, and then go to another shift."

At the Clarksville Leaf-Chronicle, the pressroom went to a compressed four-day workweek, but the schedule did not succeed because not as much work was being produced. Some newspapers report going through as many as five different schedules for employees after conversion to morning publication.

While all the alternative work schedules may not be working now, researchers consider them the wave of the future.

"It's unlikely that anyone will ever come up with the ideal schedule," says NIOSH's Colligan, "because different people are more comfortable with different schedules. But we're moving in the direction of flextime, the compressed work week and job sharing. The shift will fit the individual's needs rather than plugging the individual into the shift." □

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Here's way to see how you fare

BY MARCIA RUTH
presstime staff writer

From its modest beginnings with 11 participating newspapers in 1920, the annual Cost and Revenue Study of the Inland Daily Press Association has grown into something hundreds of papers depend on to assess their managerial performance compared with other dailies.

The study, which now involves 357 dailies, has spread far beyond its original goal of improving the management of Inland papers. In fact, it is now recognized as the newspaper industry's standard form of measurement for newspapers of circulations of less than 50,000, although a few larger papers also participate [presstime, Jan. 1983, p. 51].

The study provides an anchor of stability in a time of rapid change, and, notes Inland Executive Director R.E. [Reg] Ivory, it enables newspapers to answer one basic question: "How am I doing?"

To participate, newspapers answer a four-page questionnaire breaking down their revenues and expenses, spelling out figures for such items as advertising, production, circulation, personnel and financial management. After the data are compiled, papers are placed in groups of 12 with those closest in revenue and circulation. This permits departmental items to be compared across a single page.

The detailed financial data are released only to participating newspapers and only in a format that assures confidentiality.

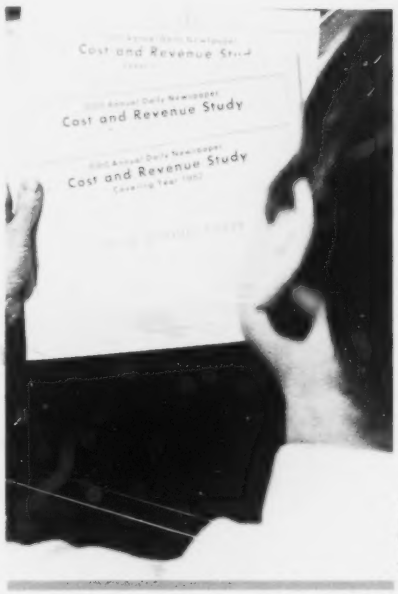
Each paper receives: a detailed report on the group the paper is in plus the three other groups closest in circulation and revenue, a summary of all the groups' revenue and circulation averages, a set of graphs, and a workbook for making additional calculations.

Papers also receive a Table of Predicted Values, which enables managers to predict, with a high degree of accuracy, what would happen to various departments if circulation or revenue rose or fell, and which shows them what comparable papers consider a reasonable budget.

John M. Lavine, president of the Lavine Newspaper Group in Wisconsin, says, "If the bottom falls out and I have to make cutbacks, this gives me the experience of hundreds of other publishers. . . . And if I anticipate building but I haven't run a paper as large as I expect mine to be, this gives me an economic model [to see if] what I am building is appropriate."

Also available upon request are computer printouts for participating papers that do not want to do their own workbooks, as well as copies of other groups' reports.

"This is not a rule book," cautions Lavine, who has helped guide the Inland study for the past 20 years and is the association's current president. "But what it does do is allow you to look beyond your own experience. If other papers operate very differently at least this ought to give you pause to stop and think."



Alan Tepper

Because each market is different, newspaper executives caution that the numbers should not be read too literally. Publisher Thomas W. Reeves of the Ukiah [Calif.] Daily Journal says, "I don't think anyone should try to use the study to determine what the norm is. . . .

"If your figures don't agree [with those of other papers], don't think you're doing it all wrong," says Reeves, former chairman of Inland's Cost and Revenue Study Committee. "That's not necessarily true. But it helps me to say, 'Hey, why am I different?'"

Although the study deals largely in figures, it is "designed to raise management—not financial—questions," says Lavine.

For example, George B. Irish, president and publisher of the Midland [Texas] Reporter-Telegram, is using it to prepare a 10-year growth plan. Looking at the Table of Predicted Values for a paper with 10,000 more subscribers than his paper has now, he can estimate future personnel needs as well as capital investment requirements. "It's far better than using a crystal ball," says Irish.

And for papers with a relatively stable circulation pattern, the study provides comparisons with other papers that can be usefully applied over a period of time. "It gives another way to keep score in addition to profits," notes Norman McMullin, vice president of Woodward Communications Inc. in Dubuque, Iowa.

At the outset, the study was limited to members of Inland. In 1936, a similar study by the Southern Newspaper Publishers Association was consolidated with the Inland's, and in 1980, participation was offered to all U.S. paid-circulation dailies. In recent years, about half of the participating papers have been non-Inlanders.

Reaching outside the United States, Inland in 1981 invited Canadian papers to take part, and, after a successful pilot study, it is working with the Inter American Press Association toward offering the service in Latin America.

Inland is also conducting a pilot study for weeklies and exploring coverage for large metropolitan dailies.

Participation costs Inland members $80 for those who sign up early and $105 later. Non-members pay $125 for early sign-up and $155 later.

A critical problem for the largest papers is maintaining confidentiality—a hallmark of the Inland study. When figures are sent to the association's Chicago headquarters, the name of each paper is immediately cut off and replaced by an identification number. But because there are so few large dailies involved in the study, their identity could be guessed from publicly available circulation figures.

Lavine says Inland is seeking to come up with ways to prepare a Table of Predicted Values for these papers without betraying confidentiality.

From time to time, national associations including ANPA and the Institute of Newspaper Controllers and Finance Officers have considered the possibility of conducting a financial study for papers of all sizes, but none currently is planning such an endeavor.

One national newspaper organization, the American Press Institute in Reston, Va., uses the Inland study regularly in its seminar for publishers of smaller newspapers. API Director Frank Quine calls it "the only game in town." □

Publishing Yellow Pages for profit

BY MARGARET GENOVESE
presstime staff writer

In Greenville, S.C., you can let your fingers do the walking through the Yellow Pages of the Greater Greenville Telephone Directory, published by BellSouth Advertising & Publishing Corp., a subsidiary of the regional phone company.

Or, you can turn to The Market Source, a directory published and distributed free by the Greenville News-Piedmont Co.

The Greenville News and Piedmont last year joined a handful of other U.S. newspaper companies involved in publishing telephone directories. They are among approximately 200 "independent" directory publishers—those not associated with a telephone company.

There has been an "ongoing trend" toward more independent publishers, according to Jeffrey C. Manning, secretary-treasurer of the Association of North American Directory Publishers, an organization of 50 independents.

Although his organization has members that have been in the business for as long as 48 years, Manning credits this year's breakup of the Bell System for making advertisers more aware that, just as there are choices in the purchase of telephones and long-distance service, there are alternatives to the phone company Yellow Pages.

Classifying telephone listings dates back to 1878—just two years after Alexander Graham Bell spoke the immortal words over his new invention: "Watson, come here, I want you."

Today Yellow Pages advertising is nearly a $5-billion-a-year business.

One thing that may have made it easier for independents to win acceptance among advertisers is the fact that the words "Yellow Pages" and the familiar walking-fingers logo were never registered in the United States as trademarks of AT&T. They are commonly used by independents as well as telephone companies on the cover of the books and elsewhere. (In Canada, however, both the words and the logo are registered trademarks of Tele-Direct Publications Inc., which publishes Yellow Pages for Bell Canada.)

Why would a newspaper want to go into the Yellow Pages business?

The Greenville newspaper company started publishing its quarterly Yellow Pages-type directory because of the suspicion that if it didn't, somebody else would. Says President William deB. Mebane: "I thought it would not only let us make a little bit more money but also preempt other companies from taking a bite of our pie." The project has made money right from its launch last August.

News-Piedmont's Jan Haynes shows directory.

Two newspaper companies in the West entered the business for a different reason: to satisfy needs they perceived as not being met by phone company books.

For Cox Arizona Publications Inc., it all started one weekend in late 1980 with a broken hot water heater in the home of Charles A. Wahlheim, publisher of the Tribune in Mesa.

When he consulted the Mountain Bell Yellow Pages for a plumber, Wahlheim encountered "endless numbers" of them, many located in other communities. What was needed, the frustrated Walheim concluded, was an individual directory for Mesa.

In August 1981, the Cox Enterprises Inc. subsidiary began publishing one. It has since added five others elsewhere.

Similarly, Durango (Colo.) Herald Publisher Richard G. Ballentine says his newspaper "responded to complaints" about the phone company's book when it went into the directory publishing business last year in a joint venture with a former Mountain Bell employee.

The ways newspaper companies go about putting out their directories also vary.

Some use newspaper staffers to sell directory advertising, others use separate staffs; some use newspaper carriers to deliver some of the books, others rely entirely on postal carriers; some handle most production in-house, others go to job printers; some publish directories with only Yellow Pages-type listings, others include residential names, addresses and phone numbers.

In that connection, one problem can be obtaining the information from the local telephone companies. Some are more cooperative than others.

Last year, when it was unable to obtain residential listings from New England Telephone Co., MPG Communications of Plymouth, Mass., turned to another independent publisher that had accumulated the information.

Phyllis J. Hughes, publisher of four of MPG's 17 weekly newspapers, got the idea to publish a directory from Town Crier Inc. of Sudbury, Mass. That company, which also publishes weekly papers, began 15 years ago and has been profitable in the venture ever since.

Another veteran directory publisher is Cowles Media Co., publisher of the Minneapolis Star and Tribune and other newspapers, which acquired a suburban directory publisher in Minneapolis-St. Paul six years ago.

But not all newspaper-directory ventures are amassing long track records.

The Cox Enterprises-owned Post and Evening Times of West Palm Beach, Fla., which for three years published semi-annual directories of Yellow Pages advertising, left the directory business last January. According to John L. Sartory, president of Palm Beach Newspapers, the instigating factor was the phone company's introduction of neighborhood directories in several of the same areas.

Another potential competitor is beginning to enter a few neighborhoods—videotex. Some people say that if this new electronic technology grows, it could walk away with directory dollars. □

POLS

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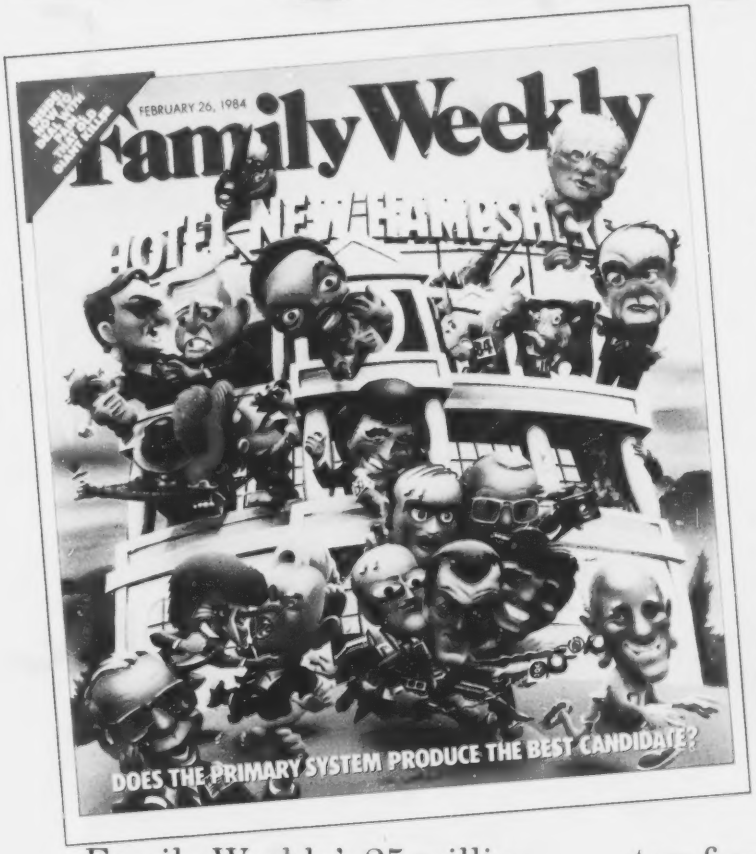

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POWER

CO-OP ADVERTISING

This largely ignored Mother Lode could boost advertising in newspapers as much as 10 percent

BY MARCIA RUTH
presstime staff writer

When Walter VanTrees Northcross saw widespread consumer fears touched off by the gasoline lines of 1974, he knew he needed all the help he could get for his retail stores' Christmas sales campaign. As advertising manager of Puritan Clothing Co. of Cape Cod, a chain of small stores in Massachusetts, he sent 300 letters to clothing manufacturers asking about co-op advertising.

He found a bonanza.

"In four weeks, we had so much money it was overwhelming," he says. "We knew the co-op programs were there, and sometimes we even collected some money . . . but we never really sat down and figured (all the dollars available). . . . It was dramatic."

The co-op advertising cash vein that Northcross stumbled across enabled his company to place 24 full-page ads that Christmas season in the 40,000-circulation Cape Cod Times in Hyannis, Mass., where his main store is located.

The result was also "overwhelming." In a year when Puritan expected to barely break even, the stores had an 11 percent increase in sales.

But despite such success stories, what was true in 1974 is still true in 1984: Cooperative, retailer-manufacturer arrangements are among the best-kept secrets of the advertising business. Co-op remains what Frank Hennessey, vice president for co-op advertising of the Newspaper Advertising Bureau, calls the "stepchild" of newspaper advertising.

Stumbling blocks. Red-tape, confusion and inertia on the part of retailers, manufacturers and newspapers have hampered the co-op ad concept. However, coordinated efforts are now underway to solve the underlying problems and to popularize the co-op arrangement as a dynamic opportunity for all parties involved.

Just how tantalizing is co-op's still-untapped potential for newspapers?

"It is safe to say if all newspapers were very aggressive and followed up in minute detail, the investment in newspaper advertising could increase between 5 and 10 percent" above the $20.6 billion spent last year for all types of daily newspaper advertising, says Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent and immediate past president of the International Newspaper Advertising and Marketing Executives.

When it works, co-op benefits all three sides of the advertising triangle—the manufacturer, the retailer and the advertising medium.

The manufacturer reimburses the retailer a percentage of the retailer's advertising costs if the manufacturer's products are featured in local ads. The manufacturer gains identifiable local outlets for name products. The retailer gets money to cover part of the advertising budget, and the media get more advertising.

When it doesn't work, says Thomas McCarrick, co-op manager of The Boston Globe, "something terrible happens—nothing."

Hennessey of NAB insists that to make co-op effective, publishers have to be sold on the need to set up a co-op department. Over the last two years, according to NAB, there has been a dramatic increase in the number of newspapers with separate co-op departments—now about two-thirds of U.S. dailies.

But Hennessey admits that publishers often have little statistical information to justify that kind of commitment in advance. Because manufacturers' co-op expenditures are confidential, "everything in co-op is estimated," he says. "There are no hard figures."

NAB estimates that $9 billion in co-op advertising in all media was available from manufacturers in 1983, but that only two-thirds of it was spent.

Both NAB and the Advertising Checking Bureau, which handles more than $2 billion in claims for co-op advertising, estimate that about seven of every 10 co-op dollars are spent in daily newspapers [presstime, April 1983, p. 34].

Montgomery Ward gets about a third of its advertising budget paid through co-op programs.

But they also believe that a sizable amount of newspaper co-op goes uncounted, particularly inserts that end up being tabulated as direct mail.

Typically, a manufacturer will offer to put aside 3 to 5 percent of the net value of the product, sold to the retailer. The money is used to reimburse retailers from 50 percent to the full cost of ads actually placed. It is up to the retailers to keep records of their ads, sending manufacturers proof of publication before collecting.

Depending on the arrangement, either the manufacturer controls the advertising copy, published along with lists of local outlets, or the individual local store draws up the ad, getting credit for including the name and products of the manufacturer.

From the retailer's point of view, co-op can mean a bewildering array of forms and tear sheets as independent entrepreneurs step into the unfamiliar role of justifying expenses to suppliers. "If you want to see a store owner hanging on the ceiling like a cat with his claws, come up behind him and say, 'Co-op.' He doesn't know what to do with it," says retailer Northcross.

Advertising representatives, accustomed to the familiar categories of national, retail and classified ads, sometimes fall into the same confusion. "Everybody knows about co-op," says Kubiet of St. Petersburg, "but a lot of folks think it's a deep mystery."

"Publishers are always talking about the erosion of the retailer," says Michael C. Busse of the Los Angeles Times, chairman of the board of the Newspaper Advertising Co-op Network, a group of about 150 U.S. and Canadian newspapers which has promoted co-op since 1970. "They talk special sections, they talk direct mail, they talk color. They stay away from co-op because they don't understand it."

NAB Programs. To coordinate the three sides of the co-op triangle, NAB established two programs—Newspaper Co-op Network and Retail Co-op Recovery.

Aimed at manufacturers, NCN is a one-order/one-bill system enabling them to place any number of ads by markets or regions in 1,450 newspapers with a single contact [presstime, Aug. 1981, p. 30].

In 1983, the second full year of its operation, NCN handled about $3.5-million worth of newspaper co-op ads for manufacturers.

Aimed at retailers, RCR's file of more than 3,500 co-op plans tells stores how much co-op they have available, how to use it in newspapers and how to collect co-op dollars from manufacturers [presstime, March 1983, p. 34].

Begun in 1977, but not swinging into high gear until late 1982, RCR's results are hard to pin down because it offers information rather than placing orders. But NAB's Hennessey credits RCR with "find[ing] millions of dollars [retailers] have never used before." Moreover, he says the program is now "catching on like wildfire."

"If you want to see a store owner hanging on the ceiling like a cat with his claws, come up behind him and say, 'Co-op'."

Newspaper initiatives. Because the use of co-op hinges on patient coordination of many small amounts of money and forces manufacturers, retailers and newspapers into unfamiliar roles, progress is often tied to the commitment of individuals and punctuated with success stories like Puritan Clothing's.

At the St. Petersburg papers, during his tenure as co-op manager, Clifton B. Carson invited about 90 suppliers for 17 local Ace hardware stores for breakfast, showed them the $300,000 they had available in co-op dollars over a two-month period and convinced them to advertise as a group instead of individually.

The High Point [N.C.] Enterprise increased co-op advertising 56 percent in 1983, basing its campaign on less than an $8,000 investment in a Radio Shack TRS-80 personal computer system to keep track of co-op accounts. When informed of available co-op funds, retailers can double or triple their advertising with only a 10- or 20-percent increase in their advertising budget, says the Enterprise's national and co-op advertising manager, N. Lane Oldham.

The Los Angeles Times increased the revenue from its co-op advertising about 20 percent last year, says Advertising Director Donald J. Moldanado. One of the first major metropolitan papers to set up a co-op department—in 1970—the Times' increase rests on an established base of close to four million lines of direct co-op advertising.

The critical element in developing co-op's potential for newspapers, says Moldanado, is appointment of a co-op sales manager who is "on line with any other department sales manager [with] the authority to do whatever is necessary" and for larger newspapers, a separate co-op sales staff. "[Co-op] is a unique situation, really a specialized area," he says. "People have to be trained and developed to excel and succeed."

For large retail outfits, the results of a successful co-op advertising program can be dramatic, too.

When Helen W. Carney started her job as co-op advertising manager for Montgomery Ward a year ago, the chain of 338 stores had less than 40 co-op programs. Now there are over 600.

"It's a real myth to think large retail stores claim all that's due them," says Carney, who insists "any large chain should recover at least 30 percent of its advertising budget from co-op."

Some co-op users question the reality of the supposedly large reservoir of unspent co-op dollars. Robert D. Wilcox of Armstrong World Industries says manufacturers offer this large reservoir knowing that a sizable portion of it will go unused. If this were to change—if suddenly more co-op opportunities were seized upon—manufacturers would reduce their offers, says Wilcox, account services manager for Armstrong's retail merchandising service.

For currently available co-op advertising, newspapers are in the enviable position of being the prime carrier. In the fourth quarter of 1983, 98 percent of the 3,300 co-op programs listed by Standard Rate and Data Service, Inc. approved newspapers as an eligible medium. Eighty-two percent approve radio, 74 percent television, 64 percent weeklies, 39 percent magazines, 23 percent shoppers and 23 percent outdoor advertising.

Leading the list of SRDS' 52 categories of co-op users is automobile after-market products, followed by apparel and lawn and garden equipment—large users of brand-name products purchased locally.

But because of the lack of hard statistics, it is difficult to tell how much of the available co-op is actually used by different media, and how patterns shift.

Although few observers agree on the share of co-op advertising obtained by newspapers or their competitors, there is agreement that, as one advertising director put it, "the limit is unlimited."

They also agree that co-op advertising, which NAB estimates is up tenfold since 1970—from $900 million to $9 billion—will not come to newspapers automatically.

"Co-op is not easy," says Oldham of The High Point Enterprise. "It really takes some work. But if you're interested in making it work, it's really going to pay off." □

Newspapers eye latest marvel in communications

AP's Lewis tests a portable cellular phone.

BY MARGARET GENOVESE
presstime staff writer

Last Aug. 27, when he was covering the day-long 20th anniversary commemoration of Martin Luther King Jr.'s historic "I Have a Dream" speech in Washington, D.C., Tim Ahern of the Associated Press called his office to dictate quotes and color from the midst of the event using a hand-held, portable, wireless radiotelephone.

Thanks to this so-called "cellular" communications technology, reporter Ahern was able to provide a running story without leaving the march and rally. Because more than a quarter of a million people attended the King event, Ahern probably would have spent a lot of time trying to find an available pay phone for making cross-town phone contact with the AP's Washington Bureau.

At that time, Washington's cellular communications system was experimental, and AP was only testing it. Now that the service is commercially available in Washington, the chief of the AP bureau there is eager to use it.

"It's quite impressive," says Charles J. Lewis, who has recommended that the news cooperative purchase three portable cellular units for his staff's use. "I think it's going to be a lot of fun letting our imaginations run to come up with the full range of applications possible for this equipment."

When cellular service was first proposed by the Federal Communications Commission as a way to satisfy the pent-up demand for mobile telephones, some newspaper companies looked at it as a communications system they could operate and sell to consumers [presstime, Nov. 1982, p. 18].

Now newspapers, just as the AP's Lewis, are beginning to look at it as a service they can use for newsgathering and communicating with circulation and advertising employees. More can be expected to do so as cellular technology expands into more areas. Currently, only five U.S. cities have operating systems.

Cellular may get its big media test at the Summer Olympic Games starting July 28 in Los Angeles. With events in 20 locations spread over more than 4,500 square miles, the Olympics provide a natural setting for cellular technology. A system is expected to be operating there this month. Another prime candidate for an early demonstration of cellular's contribution to newsgathering will be the Republican National Convention in Dallas in late August. Service is scheduled to start there by July, and several newspapers already have inquired about using cellular phones, according to a spokesman for Southwestern Bell Mobile Systems Inc.

Among them is The Washington Post, which is planning to use portable cellular units within the Dallas Convention Center. "I see a use for them when we have reporters on the floor of the convention, and they may want to contact the press stand, and vice versa," says Robert A. Longstreet, the Post's convention coordinator.

One major stumbling block to widespread use of cellular communications by newspapers may be the cost of the phones—now running about $2,500 to $4,000 per unit. However, like all other new technologies, cellular radio will see its equipment costs drop as mass production begins and as more companies enter the manufacturing arena, notes Stuart F. Crump Jr., editor and publisher of Cellular Radio News newsletter.

In part because of the costs, use of cellular phones by daily newspapers in the five cellular-situated cities is limited. Another factor is those papers' investment in, and general satisfaction with, their old two-way radio systems.

Contrasting newspapers' hesitant approach to cellular technology are radio and TV news departments, which are adopting it as a means of keeping in touch with their crews in the field.

Advantages. Unlike conventional mobile telephone systems that use a large, high-power antenna to transmit and receive calls throughout a metropolitan area, cellular technology uses smaller, low-power antennas located in zones or "cells" of the market, hence the name "cellular."

In a cellular system, when a call is made, the mobile or portable unit is connected to the local telephone network through the nearest receiving/transmitting cell site. Then, as a car equipped with a cellular unit, or the person carrying a portable one, moves through a city, the call is "handed off" from cell to cell by a computerized switching system.

The primary advantages of cellular systems over conventional mobile telephone systems are:

- High transmission quality
- The ability to handle an almost unlimited number of simultaneous conversations
- Potential availability of service. In some cities, there reportedly are years-long waiting lists for conventional mobile phones.

Some advantages of cellular radio over two-way radio are:

- Ability to call anyone with a telephone, and, conversely, the ability to receive calls from anyone with a telephone
- Protection of privacy. Cellular experts say it is almost impossible for outsiders to monitor a cellular phone conversation because transmission channels are assigned randomly as the call is placed and change as the caller travels from cell to cell. Conversations via two-way radio may be picked up more easily on radio scanners.

The FCC is authorizing two cellular

systems in each market, one for a telephone company, the other for a non-telephone company.

Chicago became the first cellular city last October. In December, the Washington-Baltimore market got commercial cellular service, from Cellular One, in which The Washington Post Co. is a partner. Indianapolis and Buffalo systems began operating during the first four months of this year.

The Chicago Sun-Times has provided its columnist and investigative reporter Art Petacque with a cellular phone for his car. The Washington Post and the Chicago Tribune have installed them in automobiles used by top corporate or newspaper executives.

But other newspapers decided against cellular service. "Right now we have a radio system that is working well, that is answering our needs, and I really don't see where (cellular) is in our picture at the present time until costs come way down," says Harold E. Archer, general services manager of The Baltimore Sun. But he adds, "I think eventually they will come way down, and when they do I think we ought to look at it again."

Someone else who thinks newspapers should continue to eye cellular is Mark Mattison, marketing manager of Knight-Ridder Newspaper Sales. As chairman of the Electronic Publishing Committee of the International Circulation Managers Association, Mattison is monitoring the technology. "I don't see it as an immediate newspaper purchase, but certainly something to stay on top of," he says.

Currently, a cellular unit for a motor vehicle costs about $2,500 and a hand-held unit about $3,950, according to John B. Detwiler, account manager for American TeleServices Inc., another partner in Washington's Cellular One system. There is an additional charge of about $220 to install the mobile unit in a vehicle. Lease options are available.

On top of that, there are access and usage fees. Cellular One charges a monthly "subscription fee" of $35 that provides access to the service. The usage fee is 40 cents a minute during the "prime time" hours of 7 a.m. to 7 p.m. Monday through Friday, and 24 cents a minute at other times.

The competing system known as Alex, offered by Bell Atlantic Mobile Systems, has a slightly different fee schedule: for a subscription, $25 a month; for usage, 45 cents a minute for prime time, and 27 cents a minute for non-prime time.

Cellular is not currently touted as a means of transmitting to computers, because of a brief period of fading when a call is "handed off" from one cell to another. Although the gap would not be a problem for voice communication, it could play havoc with data.

However, the AP's Lewis is convinced that data transmission is practical. The gap may mean the loss of a character or two of copy, he says, but that merely means that copy may have to be more closely edited.

The "ultimate" use of cellular technology? Equipped with a portable computer connected to a portable cellular phone, an AP staffer could type a story directly into an AP computer from the middle of Chesapeake Bay while covering a fishing tournament, or even from the chamber of the U.S. Supreme Court, says Lewis. "I'll have my computer, I'll have my phone, and I can sit in the court without fear of contempt and compose and file and nobody would even know I was doing it." □

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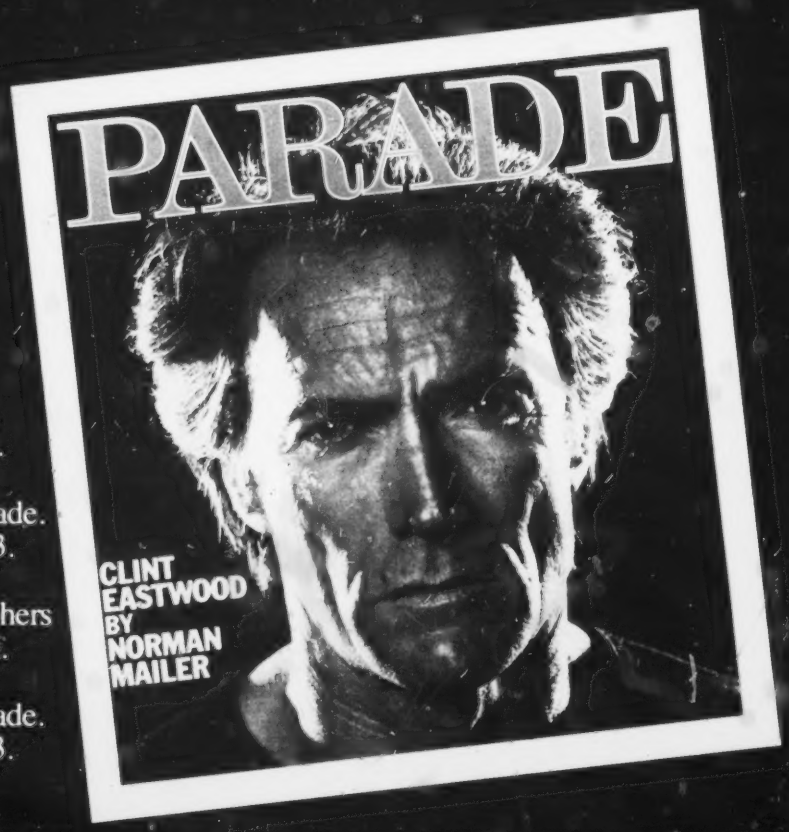

First Place:
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Amsterdam, Holland.
Photographer:
Eddie Adams for Parade.
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Photographer:
Eddie Adams for Parade.
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Pulitzer Prize winning photographer Eddie Adams recently was awarded 1st and 2nd prizes in both the New York and World Press Photographers

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Second Place:
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Second Place:
N.Y. Press Photographers
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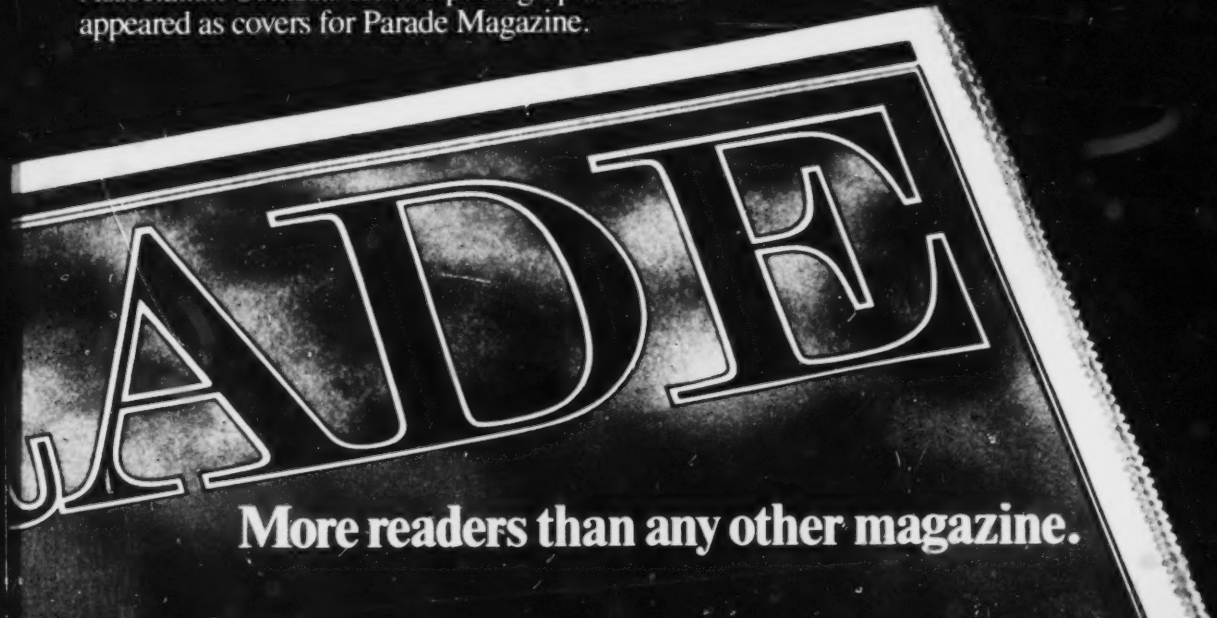
Photographer:
Eddie Adams for Parade.
Portrait Division 1983.

Association Contests for two photographs which appeared as covers for Parade Magazine.



More readers than any other magazine.

Daily grows despite poor economy

BY C. DAVID RAMBO
presstime staff writer

High unemployment and lingering economic gloom in the so-called Frost Belt have chilled the circulation and financial performance of many newspapers. Not *all* dailies have seen their business cool down, however.

One prominent exception is The Saginaw (Mich.) News, an evening daily located in an area that has been especially depressed because of its dependence on the auto industry. While many other businesses in Saginaw have suffered, the News in March recorded its 62nd consecutive month of circulation growth, and executives were confident that April would become the 63rd.

The News' circulation growth not only runs counter to other newspapers' records in financially ailing areas, but it also challenges the notion that p.m. papers are doomed to dwindling readership, no matter what.

As of the last Audit Bureau of Circulations reporting period (the six months ending Sept. 30, 1983), the News' circulation was 56,216 daily and 59,596 Sunday. Those figures were up 3,780 and 4,428, respectively, from five years before.

In the course of this growth period, unemployment in the Saginaw area—where about 40 percent of the work force depends on General Motors manufacturing entities for income—reached 20 percent, according to Publisher David D. Wierman. Even now, when the national unemployment rate has dropped to 7.7 percent, Saginaw's is still about 11.3 percent, he says.

Circulation Manager Robert D. Benedict says the month-to-month increases since January 1979, comparing the same month from year to year, ranged from 100 copies weekdays to 2,000 copies Sundays. He attributes that especially strong Sunday increase mainly to single-copy sales resulting from use of more racks and other sales outlets.

Generally, News executives say the success story results from hard work, circulation-sales promotion programs, good service to subscribers and, the baseline for it all, having a good product to sell.

"No single program could be described as being most responsible" for the growth, Benedict explains. "It's more a variety of things." Among them:

- A direct-mail subscription solicitation program. Letters are mailed via bulk third-class mail to non-subscribers, offering introductory subscriptions at a discount.
- Telephone solicitations of non-subscribers. The newspaper also calls readers whose subscriptions lapse to learn why and to attempt to sell a renewal.
- A total-market-coverage product delivered to non-subscribers, which heavily promotes the paid newspaper [presstime, April 1984, p. 22]
- Two major subscription-sales contests for carriers every year.
- An aggressive program to solve delivery problems. If, for example, a subscriber does not receive the paper as scheduled, the error is traced immediately in an effort to prevent a recurrence. "It's a lot easier to keep a subscriber than it is to get one," Benedict says.
- Greater efforts to increase single-copy sales from newsracks and newsstands. "We try to make sure someone who wants to walk or drive someplace to buy a copy of the newspaper doesn't have to go too far," he says.

One thing hard economic times did for The Saginaw News is reduce the turnover rate of its "little merchants"—youth carriers who work as independent contract carriers. At a time when some newspapers have found it increasingly difficult to recruit and keep youth carriers, "the recession in Michigan probably has helped us to keep little merchants on routes. Parents did not have as much money there for a while," observes Benedict.

He is quick to lavish praise on his staff—including more than 400 carriers, 59 motor-route operators and 35 agents in addition to district managers and other office staff. But he also gives credit to the editorial, advertising and production departments for producing a quality newspaper to sell.

The Saginaw News last year won the third-place award for general excellence among dailies with more than 30,000 circulation in the Michigan Press Association Newspaper Contest.

Metro Editor Paul C. Chaffee says the paper makes a special effort to come up with "sidebars that go beyond the obvious" and "a steady flow of more in-depth projects." It has developed series on such topics as the "rat problem in Saginaw," the workings of the juvenile court system and police drug raids that resulted in few convictions.

The News also has benefited from efforts of its parent organization, Booth Newspapers, to weather the economic winter in Michigan. Booth, itself a part of the Newhouse Newspapers organization, consists of eight Michigan dailies. "We're after circulation," says Danny R. Gaydou, Booth's vice president of finance, marketing and sales.

Gaydou says research, promotion, development of computerized mailing lists, vigorous subscriber retention programs and other activities are allowing the newspapers to fare relatively well. In the process, he says, "We're turning marginal readers into regular readers and non-readers into marginal readers."

He adds that "raw volume" of advertising also is up "significantly." One innovation, he says, is attracting employment advertising from firms in other parts of the country that recognize the availability of a good job force.

For The Saginaw News and others prospering under similar pressure, the tools for growth have become well-honed. Benedict says the goal now is to perpetuate the period of improvement. "Our objective is to make subscribers of everybody in eight counties who can and want to read a good newspaper and pay for it." □

Benedict (right) talks circulation with James Siers, Rhonda Walker.

PROFILE

John J. Curley
Gannett president champions fairness

John J. Curley

BY C. DAVID RAMBO
presstime staff writer

When John J. Curley was suburban editor at Gannett Co. Inc.'s Times-Union in Rochester, N.Y., he often told his small staff, "Strike while the iron is hot." Times-Union reporter Susan J. Smith recalls, "He meant, 'Take advantage of opportunities when they arise.'"

It is advice Curley himself has followed. In fewer than 15 years, he has blazed a trail to the top of the Gannett organization, having just been named president and chief operating officer. According to some observers, Curley, 45, is now the likely successor to Allen H. Neuharth, Gannett chairman and chief executive officer, who is 60.

Curley has built a reputation as a bright, affable but also quiet and low-key executive. Vincent E. Spezzano, Gannett's senior vice president/communications, says Curley above all is a "people person" whose employees "like him because he's fair and he's firm."

"He's very good at motivating people by kind of generating an excitement over a story," says reporter Smith. "He gets excited about it, and then you do, too."

John C. Quinn, Gannett executive vice president, chief news executive and editor of USA Today, says that Curley—who regularly jogs, plays tennis and participates in other sports—conducts business with an athletic vitality. "He works and he thinks the same way he plays," Quinn explains. "He has that same active way of moving and thinking at the same time."

Sports, in fact, have played an important role in the new Gannett president's career. When Curley was 13 years old, his father, a teacher in Easton, Pa., was summer recreation director for the city. Part of that job was compiling sports scores and other information and submitting them to editors at The Easton Express, as the city's daily newspaper was then named. The young Curley helped his father with this chore, and "instead of giving them just the notes" for one important game, Curley says, "I wrote the story." The Express ran it virtually word for word.

Curley went on to work as a stringer, paid by the column inch, covering scholastic sports. The summer of 1956, after graduation from Easton High School, Curley worked as an Express newsroom intern. He then worked as a reporter and editor during his summers away from Dickinson College in Carlisle, Pa., where he graduated cum laude in 1960 with a bachelor's degree in political science and English.

"He was the best [intern] that I ever had under my wing," says S. Parnell Lewis, retired associate editor of the Express and a 43-year newspaperman. "He was an exceptional kid. He was quiet, solid, right on target. His rise is amazing, but not very surprising."

Curley whirled through a number of positions after his final summer at the Express. He joined the Army, serving two years as a lieutenant in public affairs.

In 1961, while in the Army, he took on a part-time job with the Associated Press in New York. Going full-time after his discharge, he worked for the AP until 1966, moving up from reporter to state editor in New Jersey. Curley also earned a master's degree in 1963 from Columbia University.

He then worked as a reporter and editor for newspapers in Asbury Park and Perth Amboy, N.J., until mid-1969, when he took a brief fling at political work, serving as press secretary in the successful gubernatorial campaign of New Jersey Republican William Cahill.

Curley quickly discovered that the world of politics was against his grain, and he headed right back to newspapers after the campaign. In one of his most important career moves he joined Gannett, more specifically the Times-Union in the company's headquarters city of Rochester.

Curley says he likes the "variety" offered by a career in the newspaper business. "I like to run things and manage things, and I like to see things improve." He has had ample chance to do all these things in his rapid ascension.

After only five months in Rochester, he was reassigned to The Courier-News in Bridgewater, N.J., as editor and later as publisher and president. He then was named: chief and later general manager of Gannett News Service; vice president/news for Gannett; president and publisher of The News-Journal Co., Wilmington, Del.; president of Gannett's Mid-Atlantic newspaper group; founding editor, USA Today; president, Gannett newspaper division; member of the Gannett Board of Directors.

Associates say one reason Curley rose so quickly is that he excelled, no matter what tasks were thrown at him. Gannett executive Spezzano reports: "When he was a reporter, he was a very good reporter. When he was suburban editor, he was a very good editor. And when he was head of the Gannett News Service, he did that very well."

Even though he often is called "reserved," sometimes even quiet, Curley is decisive and does not hesitate to express his opinions. Julius Duscha, director of The Washington Journalism Center—Curley is chairman of its board of trustees—calls him "the kind of guy who gives you a yes or no. He's also the kind of guy who'll give you your head."

Curley is described as a sharp editor who insists on fairness, accuracy and getting all sides of the story. Weaknesses he ascribes to many newsrooms today are "sloppy work" and such things as "not checking information firsthand," even though that information is available to the reporter. He has been known to be abrupt with reporters interviewing him, especially when they ask what he considers to be poor questions.

He also is irked by what he considers loose writing, the kind that doesn't tell a sports score in the first or second paragraph.

Curley and his wife, Ann, live near Bethesda, Md. They have two sons, John, 19, and Tom, 15. □

The perils are great if the press doesn't confront public-trust challenges

BY LOUIS D. BOCCARDI

A few months have passed since the Grenadian episode sent a shock wave through our ranks. Like ANPA and ASNE and other news organizations, the Associated Press has been constructively involved in discussing that episode with the government to avoid a repetition.

But news, as we all say, is perishable, and Grenada is, in a sense, already an old story. And if we content ourselves with dealing with Grenada simplistically in terms of an anti-press administration on the one hand and the people's right to know on the other, we mask deeper issues that the hour has come for us to confront.

The crisis has both journalistic and economic significance. For what more serious blow can we envision to our place in a democracy than that the public, our public, not trust or believe us? And what more serious business problem might we face than that the customers turn away because we don't meet their needs?

Fortunately, the situation is not quite so dire—yet.

But what is this feeling? How did it grow, and what should we journalists do about it?

First of all, while we ought to worry about the public perception of what we do, we should be honest enough with ourselves to understand that "popularity" is not what we require.

Were we to embrace the idea that we must achieve popularity at any cost, we would be surrendering without a fight the very freedom that brave people have died to preserve.

The words of Sen. Daniel Moynihan at the ANPA Convention two years ago come to mind: "Show me a country whose newspapers are full of good news, and I will show you a country whose jails are full of good men."

Louis D. Boccardi

So, let's agree that we are not out to win a popularity contest.

We, the press, have been dissecting ourselves for a decade, worrying publicly and seemingly endlessly about what our readers think. But not enough of our introspection has focused on re-examining what we do, how we do it and, most important of all in my view, what has happened to our place in the environment in which we do it.

Let me put this thought out and then work my way back to it: Is it time now for us to re-examine some of the basic assumptions we make about what we do? Isn't it possible that the problem is *not* that we don't explain ourselves enough to the public, but rather that, having heard our explanation, the society is increasingly saying to us, "No, that may be what you want but it does not serve my interests"? Or, to put it still another way, have we reached a point where we must recognize an obligation *not* to do some of the things the First Amendment gives us every right to do? Have we acquired some habits that need to be broken?

We must bring to the discussion enough trust in our professionalism, and enough concern for our impact on society, to approach such questions without defensiveness.

We are at a time when we journalists must ask and answer these questions for ourselves. There is no shortage of people who, if we fail, will be glad to supply answers we do not like, answers which threaten to weaken our ability to serve the people in whose name we practice our profession.

A premise of what I am saying is that the place and presence of the media in our society today are fundamentally different than was the case 20 or 30 years ago. We are in a different place in a different society. Both those ideas are important.

In a perceptive magazine article, Louis Banks of the Massachusetts Institute of Technology wrote of the rise of what he calls "the newsocracy."

"It is becoming clear," Banks wrote, "that the increasingly pervasive power of the media is central to the development of most other American institutions. We are, in fact, becoming what might be called a 'newsocracy.' The technology and substance of today's newscasting combine for an impact greater than that of any other informational force in the history of democratic societies—redirecting even the traditional processes of politics. This is a matter of social consequence, because some aspects of media value judgment might be perceived as being at odds with the general welfare."

One more point from Banks, before we move on. He cites two trends that have magnified this journalistic influence. One

Boccardi is executive vice president of the Associated Press. This article is adapted from his presentation April 30 to the AP's annual meeting in Montreal.

is the growing awareness of the interdependence of events—a sense that somehow almost nothing happens that doesn't affect, or threaten to affect, me. And the other trend is an increased awareness and sense of participation in events.

The media, in other words, are everywhere, and the question this raises in the context of the discussion here is whether this argues for a reappraisal of some of our attitudes and some of our actions—attitudes and actions we have a First Amendment "right" to leave just where they are but, perhaps, a societal obligation to re-examine.

Let me try to put all this another way: You've all heard a thousand times the old cliche about the messenger being beheaded for bringing bad news. We seem unable to have a newspaper convention without that being said by someone. The analogy has a point, but I think we must go deeper than that. To much of our audience, we have not simply been the messengers of Vietnam, Watergate, the flower children and all the rest. No, we are perceived by many not as messengers but as *agents* of that change—and there is a fundamental and significant difference.

We have a choice:

We can decide that the way it is, is the way it must be—that we cannot heed the warning signs from our public without surrendering our honor. We can join the transvestite cabaret singer in the Broadway show "La Cage Aux Folles" when he sings, "I Am What I Am."

Or we can re-examine those things that we know are at the heart of this issue of public support of our role, and see whether there is a message there we can safely heed.

It is no longer enough, in my view, for us all to busy ourselves with defenses of the status quo. Yes, when a judge threatens to throw us out of a courtroom, we should fight like hell. We belong there. But do grand jury minutes or leaked indictments belong in our news columns? I think not, but there they appear.

When American mothers and fathers learn of the death of their Marine son, their grief is part of the story. It is part of the nation's agony and we must tell it. But must we be at their side with our camera when the Marine major breaks the news? I think not, but we are.

When a whistleblower turns to us to expose government wrongdoing but demands anonymity, we should welcome him and expose. But should we let high officials use our news columns to argue anonymously for their policies or to attack their political foes? I think not, but we do.

Have we reached a point where we must recognize an obligation not *to do some of the things the First Amendment gives us every right to do?*

Do we delight in sometimes petty investigative stories while more fundamental issues go unreported? Not always, of course, but too often.

When human error lets an inaccuracy slip into our stories, what else can we do except correct it as soon as we know? But must our credibility forever be hostage to the small errors that loom large to those few readers who themselves know the facts of the case? I think not.

When a reader complains about too much bad news, do we dismiss the thought as a dreamer's longing for a world that is not? Or should we not re-examine standards which, on some days, seem to foreclose from our audiences any suggestion that anything, anywhere is being done right by anybody? The question is not an idle one about sugar-coating reality. It is a question that challenges our ability to make our news products reflect the world of our readers' experience.

I won't continue the litany. But it is a long one—both for print and for television, some of it overlapping but some unique to the medium.

It would be easy to take what I have said and twist it into a plea for cowardice, for doing only what the readers will love us for. In a word, a call for surrender.

In fact, my call is for anything but cowardice. It is for the courage to look—as free First Amendment-protected professional journalists—at the new place of the media in this society and the obligations that place imposes on us.

We delude ourselves if we think that we can long remain free without public understanding and support. Our prized First Amendment will be in jeopardy if, over a long period, our media fail to achieve a broad consensus in support of our function. We have not lost the debate. But to ignore the dangers all but ensures that we will lose.

Strange, isn't it, that all this is happening when the newspaper press in the United States is better today than it has ever been.

And yet, at this same time, we find ourselves under assault for some of the other things we do. I do not think that more of the same—that is, more defense of the things that are causing the problems—will carry the day.

We need to re-examine attitudes and practices. It is neither a short nor an easy job. But it is *our* job, and it would be tragic for us to leave it to be done by those whose motive is partisan, whose goal is not the strengthening of the First Amendment function but its perversion.

If as editors and publishers we decide that we are what we are, so be it. But let us at least review and decide, each in one's own way, what is best for us. The beauty of our press is that it *is* independent and quirky and resists dictates from whatever direction.

Anyone who would hear in those words a timid spirit misses my meaning, for to first conduct and then put into practice some of the self-discipline I'm talking about will take infinitely more courage and wisdom than simply surrendering to the present climate as inevitable and enduring.

Indeed, the timid course is to surrender, to hunker down, rather than to re-examine.

Some of what ails will be easy to fix. Some, more ingrained and at the same time more subtle, will be more difficult to assay.

And no such effort will proceed without controversy—controversy bred in considerable measure by honest disagreement within the profession of journalism but also, we must recognize, fed by those with partisan and hostile reason to try to take advantage of any perceived division in our ranks.

To be editor of the Associated Press in those turbulent years when opinionated "new journalism" was the coming thing was a frustrating experience.

But we held AP to its course of news as honest and objective as we could make it. And there is a certain satisfaction in seeing the pendulum come back, back to basic journalism.

While what we do must pass through the filter of your newsroom, I am not preaching something that only you ought to do. I speak to, and for, AP as well.

I am talking about tasks that face all of us as we take back the initiative from those who seek not a strong free press but a weak press.

There is abundant evidence that if we do not accept this challenge and respond to it, others will do so for us, not by moving into our newsrooms but by turning away from our newspapers. □

ANPA's meeting in Montreal: C'est magnifique!

ANPA left the United States for the first time in its 98 years, and, apparently, it liked the idea. A combination of a comprehensive program covering all major newspaper business issues, the charm and diversity of host Montreal, and economic good times for the business turned the publishers out. The 98th Annual Convention April 30-May 2 drew 2,309 registrants, the second-largest crowd the Association's history.

In addition to regular business, Convention-goers received what outgoing Chairman and President William C. Marcil termed an "education in Canadian politics," an economics warning from some leading U.S. industrialists, and an introduction to a spacious convention center that replaced the traditional—and sometimes cramped—hotel meeting sites.

What the publishers found on this Canadian excursion was a convention that addressed several vital matters but was dominated by none.

Going in, the mood was positive, following a year that saw circulation and ad linage move forward and ad revenues leap ahead, with predictions of more of the same for this year.

But the picture is not all sunny. The biggest and darkest cloud—and the subject publishers said most worried them today—results from postal rates and the manner by which direct mailers are using them in competition with newspaper advertising. The issue was fully aired Tuesday when the Newspaper Advertising Bureau, in an acknowledgement of the severity of the problem, eschewed much of its regular promotional program and devoted ample time to marriage mail and postal rates.

Close behind in Convention conversation and concern was the entire issue of how the public perceives the press. Too often that perception is negative, and too often the press is to blame, according to AP Executive Vice President Lou Boccardi. In a thoughtful Monday presentation, Boccardi issued a tough challenge to newspaper executives to do something about it.

If those two subjects were the top newspaper topics in Montreal, the U.S. economy, more specifically annual federal budget deficits on the order of $200 billion, was the most common general topic. From the bombast of Chrysler's Lee Iacocca with his references to "smokestack America" and "rust-bowl cities" and "subsidy city," to the quiet concern of former Treasury Secretary Michael Blumenthal, to the globe-spanning deals described by industrialist Armand Hammer, to the statesmanlike presentation of Canadian Prime Minister Pierre Trudeau, the subject was the same—the economy and, usually, the deficits that endanger that economy.

Like all successful conventions, much of the nuts and bolts work was conducted in the clinics and workshops. The comfortable rooms of the Convention Centre were the scene for sessions on advertising, circulation, stress, libel, minority employment, telemarketing, electronic publishing, journalism education, financial planning and many others. There was even time to examine how the brain functions. For the first time, several of the clinics were developed by other specialized newspaper organizations, thereby proving Marcil's keynote contention that "Everyone in this business is working together, talking together and acting together."

In the midst of all this, the Association elected its new chairman and president, Richard J.V. Johnson of the Houston Chronicle—the first Texan to hold the post.

But perhaps most lasting of all, newspaper executives from both nations left that island city along the St. Lawrence River with a new appreciation of the ties between the United States and Canada. As Prime Minister Trudeau noted, 70 percent of Canada's exports go to the United States, and U.S. exports to Canada are greater than its exports to Britain, France and West Germany combined. Marcil said it best: "Indeed the United States does border on the magnificent."

At right: Publisher F. William Power of The Lima (Ohio) News and his Canadian-born wife Jean check out the delights of Place Jacques Cartier in Old Montreal.
(Convention color photography by Arne Glassbourg.)

VENTION REPORT

Newspapers preparing for a prosperous future

DAY 1 APRIL 30

- Promise of the future
- Press responsibility
- Industrialist's warning
- Down to business

In an address notable for its unwavering optimism, outgoing ANPA Chairman and President William C. Marcil opened the Convention by forecasting a turn-of-the-century in which the newspaper business would be flourishing largely because of steps it is taking today.

"Our job is not just to protect newspapering, but to perfect it," he said, leaving no doubt about his belief that that process is well underway.

While welcoming the opportunity to "continue our education in Canadian politics"—indeed, his speech was sandwiched between a Canadian/U.S. history review by Montreal Mayor Jean Drapeau and a call for greater understanding of Quebec by its Prime Minister Rene Levesque—Marcil's attention was squarely on newspapers positioning themselves for the future.

By the year 2000, he predicted, newspapers will be:

- Editing and packaging news, advertising and entertainment for easier consumption. "We may be printing by plateless, lighter, faster, quality-color presses with new-formula inks on new-content paper."
- Contributing information to other high-technology data bases
- Distributing and marketing with greater flexibility
- Re-emphasizing fairness, professionalism and accuracy. "We will have taken stock and then improved our habits—not just blindly defended them."

Marcil, president and publisher of The Forum of Fargo, N.D., said much of the present and future strengths of the newspaper business are due to current efforts by ANPA and others, such as programs to combat illiteracy, to establish a voluntary Standard Advertising Unit system and to enhance liaison with the Audit Bureau of Circulations.

ANPA Foundation, he said, is sponsoring three symposia to help newspapers increase literacy in their communities.

The SAU™ system, in addition to making it easier for national and regional advertisers to use newspapers when it is implemented July 1, will allow for further targeting of ads for specific customers through greater use of electronic pagination and computerization, he said. Farther down the road, SAUs and pagination can lead to "widespread satellite distribution of national advertising."

With ABC, Marcil noted, "progress has been plotted on subjects that will carefully preserve the integrity of the audit function while allowing publishers to be innovative and creative marketers at the same time."

At left: The Royal Canadian Mounted Police put on a spectacular "musical ride" for conventioneers at Blue Bonnets Racetrack.
At right: Marcil delivers keynote address.

After praising ANPA as an association that can deal with both the expected—postal rate challenges—and the unexpected—the "Grenada news glitch"—Marcil looked back on his two years of leadership and recalled that he had two objectives when he took over. The first, was to complete successfully the consolidation of all ANPA activities at an expanded Newspaper Center in Reston, Va. The other was to use that development "to enhance even further our communications, coordination and cooperation with the many other societies and associations active in our business."

Both of those goals have been met, Marcil said.

"Everyone in this business is working together, talking together and acting together for the overall good of our business. We all wanted that to happen, and it has. Now, we have only to exploit this synergism for further progress for our countries and for our businesses," he said.

Preceding Marcil to the lectern, Mayor Drapeau welcomed the publishers, noting that this was the first time in its 98 years that ANPA had met in Canada, and proceeded to recount many instances connecting the history and growth of the two countries. His hope, he said, is that the Convention will prove to U.S. publishers that "Canada is much more than a place which sends cold fronts to the United States."

Levesque, leader of Quebec's separatist movement and prime minister of the province since 1976, extolled French-speaking Quebec's hospitality and openness to Americans. □

Boccardi's entreaty draws wide publisher support

ANPA conventioneers, with some reservations, loudly applauded Associated Press Executive Vice President Louis D. Boccardi's call for American journalists to re-examine their attitudes and practices to gain public understanding and support vital to a free press.

Boccardi said the news media are now at center stage, viewed by many not as messengers but as agents of change, with public support dwindling in a threatening manner. (See essay, p. 20.)

He said most of what journalists do is being done better than ever before, "but we also do some things that are turning our audience against us . . . things like our intrusiveness, like leaks that can destroy reputation, like the almost constantly negative tone without a balancing attention to what does go right, things like carelessness with fact and with correction."

That is why the media must stop and re-examine practices disturbing to so many Americans before hostility to the practices undermines the whole structure on which journalism's place in society is built, said Boccardi at the AP's Annual Meeting.

"I think what he had to say was right on target," said Charles M. Meredith III, publisher of The Free Press in Quakertown, Pa., immediately following the Boccardi address. "Hopefully, we'll all take it back to our newsrooms where it ought to be heard."

Boccardi's speech was "a magnificent expression of our problems and a magnificent expression of some solutions to them," said David R. Bradley, chairman of News-Press & Gazette Co., St. Joseph Mo.

Some others who agreed with Boccardi maintained that the worst abuses cited by the AP executive were transgressions of TV news, not newspapers.

"It's true, we've got a lot of problems, but we are already doing a lot of the reassessment that Lou was calling for," said Otis Chandler, chairman of Times Mirror Co., Los Angeles. "Sometimes you have to use unnamed sources because it's the only way you can get the information. But stealing documents or looking over a secretary's shoulder to get an unauthorized look at a grand jury transcript are things I hope we can get away from."

"Lou Boccardi was totally correct in his view, his call for a re-examination of some current journalistic practices," said Jack E. Doyle, general manager of The Daily Camera in Boulder, Colo. "My concern is whether these publishers heard the message. But those who are responsible did hear it and will react accordingly."

Publisher J. Herman Pouliot of the Nashua (N.H.) Telegraph said, "I think he was right on target. He's a very astute individual."

Some listeners, however, qualified their support of Boccardi's entreaty.

"Lou had some salient points, but there are dangers. . . . If we go too far, the press will become too timid," said David Kraslow, publisher of The Miami News. "If people misread Lou's message, it's a guaranteed formula for blandness, and Lou didn't have that in mind."

"I agree with certain of his premises, but I think each newspaper or each company should (reassess news policies) on its own, not as part of some big industry-wide effort," said Katharine Graham, chairman of The Washington Post Co.

She added: "The worst media intrusion comes from television, such as emotional, prying interviews with grieving mothers of dead Marines. But we all need to be more sensitive, more aware of the feelings of people. I am against any codes of ethics or industry action that would somehow be imposed on individual newspapers. There are too many nuances, too many freedoms involved for that." □

AP rates changed; six elected to board

The Associated Press's new, simplified assessment formula for newspaper members was officially adopted by the wire service's board of directors just prior to its annual meeting, AP Chairman Frank Batten reported at that meeting.

The new formula, based on a newspaper's paid circulation, (presstime, April 1984, p. 70), will use July 1, 1984, circulation figures to calculate 1985 rate charges, Batten said. Next, the board will re-examine the AP fees charged broadcasters.

The Washington Post's Katharine Graham praises new AP rates.

Two incumbents and four new directors were elected to three-year terms on the AP board. Re-elected were Batten, with 16,432 votes, and John O. Emmerich Jr., publisher of the Greenwood (Miss.) Commonwealth, in the category of cities of less than 50,000 population, with 15,115.

The new directors and their vote totals are Joe D. Smith Jr., Alexandria (La.) Daily Town Talk, 11,590; J. Stewart Bryan III, Richmond (Va.) Times-Dispatch and News Leader, 10,631; Tom Johnson, Los Angeles Times, 10,179; and James K. Batten, Knight-Ridder Newspapers Inc., 9,141.

Unsuccessful were Katherine Fanning, The Christian Science Monitor, 8,940 votes; Edwin L. Hemingr, The Courier, Findlay, Ohio, 6,698; Ruth S. Holmberg, The Chattanooga Times, 6,334; Mary Schurz, The Advocate-Messenger, Danville, Ky., 6,248; David Starr, Springfield (Mass.) Newspapers, 6,000; and Don P. Campbell, The Columbian, Vancouver, Wash., 2,673. □

Iacocca drives home concerns about the deficit

Tough-talking Lee A. Iacocca warned that the next recession in North America could come "as early as the summer of 1985" unless "the boys in Washington" do something about this year's $200-billion federal deficit, which he called "our national scandal."

"Some say we can't do anything in an election year," but it's time for the government to make "tough decisions," the Chrysler Corp. chairman told the Associated Press Annual Luncheon.

For example, he said that when he suggested to President Reagan that a 15-cents-a-gallon tax be levied on gasoline at the pumps, the reply was that "his pollster" believed it would be "especially unpopular."

In a booming, no-nonsense voice that has carried many Chrysler TV commercials, Iacocca spun from one aspect of the national economy to another in a 45-minute oration.

And with candor that many in the audience found refreshing, he let it be known exactly where he stands on a host of issues.

Washington, he declared, is "subsidy city." U.S. tax policies are "confusing." And the nation's economy should by no means become the exclusive province of high-technology industries.

Iacocca said he gets "damn mad" when he hears "the futurists" say the work force has to be retrained "because the country's got no choice but to let our basic industry and its jobs move offshore.

"Sure, we can equip some of these people to handle new technologies . . . and some of them will actually find jobs.

"But to keep telling the people out of work in Pittsburgh and Detroit that they should all become computer technicians or go into a service business—well, that's just a cruel hoax. First, there aren't enough jobs, and second, the jobs that are there don't pay well enough—unless you're one of those who want to wish away the middle class."

General Motors, Ford and Chrysler are the country's biggest users of computers, he said. "Close us down, you close down American steel, American rubber and all those middle-class jobs. Who's going to buy the Big Macs then? Who's going to buy the cars and the houses? Hell, who's going to buy the newspapers?"

Chrysler has chosen to compete in North America, he said, because 600,000 jobs are at stake. The company is healthy again "because thousands of us chose to make that happen."

He rebuked the editorial writers "who say we have scandalous profits" and are "gouging" the public. Despite recent profitability, he said, "I'm still in the hole" after six and a half years of Chrysler losses.

Customers' particular preferences make prices and profits go up, too, he added, noting that Chrysler's new minivans have turned out to be high-margin products because buyers are loading them with accessories. "They're buying steaks out there instead of hamburger."

Competition "should make us stronger," he said, noting that the intense rivalry between the Detroit Free Press and The Detroit News "has served the public well."

Iacocca called for protectionism as a trade policy to enable the United States to compete with Japan. He noted that the United States sends Japan raw materials, such as soybeans, wheat, corn, coal and cotton, while Japan exports to the United States "hard goods," such as automobiles, motorcycles and TV sets.

The United States is becoming "a colony" of Japan, he claimed. European countries allow far fewer Japanese cars to be imported than does the United States. For example, "Italy—I love those Italians—they have a style all their own . . . they allow them 2,000 a year and cut them off."

While the United States has struggled to catch up with Japan on quality of products, Japan has a built-in, unfair cost advantage, he said. "When a Japanese car is put on a boat for the United States, the Japanese government rebates the commodity tax to the manufacturer. That's another $700 advantage for every car. That means a Tokyo housewife pays $700 more for her Toyota than the San Francisco housewife for the same car."

Society's effort to express concern for other human beings can be summed up "in one word—choice," he said. "Having a choice is what counts in the end" if people are to be happy and productive. To make a choice, people need facts, he said, "and it's the newspapers' job to tell them so we can start solving some of our problems."

Americans need to get together to work on problems, he said, "but first we need to define the problem." He urged that labor, management and government "put their heads together," adding, "We never get tough on economic issues." □

Never the twain shall meet

Of all the humorous introductions of speakers, perhaps the best was offered by the AP's Keith Fuller in talking about Pulitzer Prize-winning writer Saul Pett.

The wire service once attempted to nudge Pett into a managerial slot, but the move failed, Fuller said. "Trying to make an executive out of a writer is like trying to let Marie Antoinette run your food-stamp program," he added.

Improving newspaper sales in multi-family units

The need to improve circulation-boosting efforts at multi-family housing units and to amend policies of the Audit Bureau of Circulations were among topics aired at the heavily attended clinic on "Circulation in a Changing Environment."

Circulation departments "have not kept pace with multi-unit housing growth" in selling newspaper home-delivery, said Carleton Rosenburgh, vice president for circulation of the Philadelphia Inquirer and Daily News.

Nearly one-third of the more than 96 million housing units in the United States and Canada are multi-family structures such as apartments or condominiums, Rosenburgh said. The number is growing by an estimated 500,000-600,000 annually.

But he said many newspapers are "paralyzed by the problems of security, collections, uncooperative management, tenant turnover, difficulty with obtaining tenant lists, maintaining a carrier force, subscriber communication, theft, and the list goes on."

Rosenburgh said the Philadelphia dailies' independent-contract carriers have "aggressively pursued" subscriptions at some multi-family units, but at others where there has been only "token or no service" the papers have used their own employee carriers for direct contact with building managers and residents. Circulation has improved, he said, although "write-offs" for subscriber non-payment at these units run about 8 percent, versus the company's overall "write-off" rate of less than 3 percent.

Reporting on efforts elsewhere, Rosenburgh said the San Jose (Calif.) Mercury News developed an "apartment managers' program which utilizes managers as solicitors." An apartment manager can earn up to $7 for each new daily/Sunday order obtained from a tenant.

Also, The Toronto Star installed a mailbox-like device in the lobbies of multi-family housing units for newspaper delivery. And the St. Petersburg Times and Evening Independent formed a new section of the circulation department to improve relations with apartment managers and residents. Employees of the section make regular calls on housing complexes of 50 or more units, and they develop "social programs" for tenants including guest speakers, films and wine-and-cheese parties.

With respect to the Audit Bureau of Circulations, Jack Butcher, circulation director of The Tampa Tribune, said ABC auditing regulations "should be modernized, to stay in tune with modern technology and modern marketing needs and methods."

He said newspapers do not employ such techniques as bulk sales and advertising to promote the number of cents-off coupons in the paper because ABC rules inhibit such activities. ABC "is still doing exactly what you told it to do the day it was created, with very little change in its rules, regulations or primary function," Butcher said.

The clinic was organized by the International Circulation Managers Association, and Butcher, who is ICMA's executive vice president, reviewed a series of changes it has proposed to the bureau. They include:

- ABC's "information role should be enhanced to allow its reports to be more of a marketing service to advertisers. This is probably the crux of the whole matter. Newspapers are selling readership and demographics more than they are selling ABC information."
- ZIP-code reporting should include housing unit, demographic data and single-copy sales figures. This is "what advertisers really want," but it also is probably "what newspapers fear the most. I really don't know why. It will tell us more about our circulation than we have ever known before. It may give us enough information to correct some of our problems. At any rate, it will put the facts on the table for all to see and evaluate."
- There should be a review of field auditing procedures. "Field auditors should be more concerned with intent to fraudulently report circulation and less concerned with minor clerical errors and minor rule infractions."
- Publishers should be able to designate their newspapers' primary market areas.

In another presentation, Robert L. Ballow, ICMA general counsel, discussed the various types of newspaper distribution systems and said a newspaper that wants to change from the independent-contractor method to another form of delivery can do so with reasonable assurance that its action would not be disallowed by a court.

And James F. Robinson, circulation director of The Toronto Star, said it is important for circulation managers and other newspaper executives to maintain close contact with each other for successful "total market planning." □

Rosenburgh offers tips for the multi-family housing problem.

Stress placed under scrutiny

Publishers should be aware of the often harmful stress their editors and other department heads may be trying to cope with, a husband-wife team told a crowded session on "Stress and Newspapering."

Robert H. Giles, editor of the Rochester Times-Union and Democrat and Chronicle, and psychologist Nancy M. Giles based their report on responses of 544 editors and 358 spouses to a lengthy questionnaire mailed last year to editors at 2,600 daily newspapers. Their study, conducted for the Associated Press Managing Editors Association, was a follow-up to a 1979 APME survey.

"It is important for the leaders of our profession to consider the results of this survey and to think about the fact that four out of every 10 editors say they have a health problem related to their jobs," Robert Giles said.

"It is important, also, to recognize that editors are representative of other newspaper managers in the levels of stress and potential for damage they encounter," he added.

Fifteen years ago, they said, editors were editors, primarily concerned with the editorial quality of their papers. But today they are "editor-managers" deeply involved in newspaper business management as well as editorial policies.

"Many editors discovered that this dual obligation created unfamiliar stresses . . . stresses born of a conflict between the need to be good and the need, perhaps, to be lean," Robert Giles said.

"Stress is good for us as long as the result is positive," he said—"as long as it is stimulating or challenging. When our reaction is to feel overwhelmed or excessively worried, stress is negative and can create physical or emotional illness."

Difficulty in sleeping was the health problem most frequently cited by the editors in the survey, followed by a feeling of constant fatigue.

"How can we account for the large number of editors who say that stress causes physical or emotional illness?" he asked. "There is a common thread that runs through the answers to our survey. That common thread seems to focus on change—change in the role of the editor, change in the amount of control the editor has over news-gathering resources and change in the way our newspapers are produced."

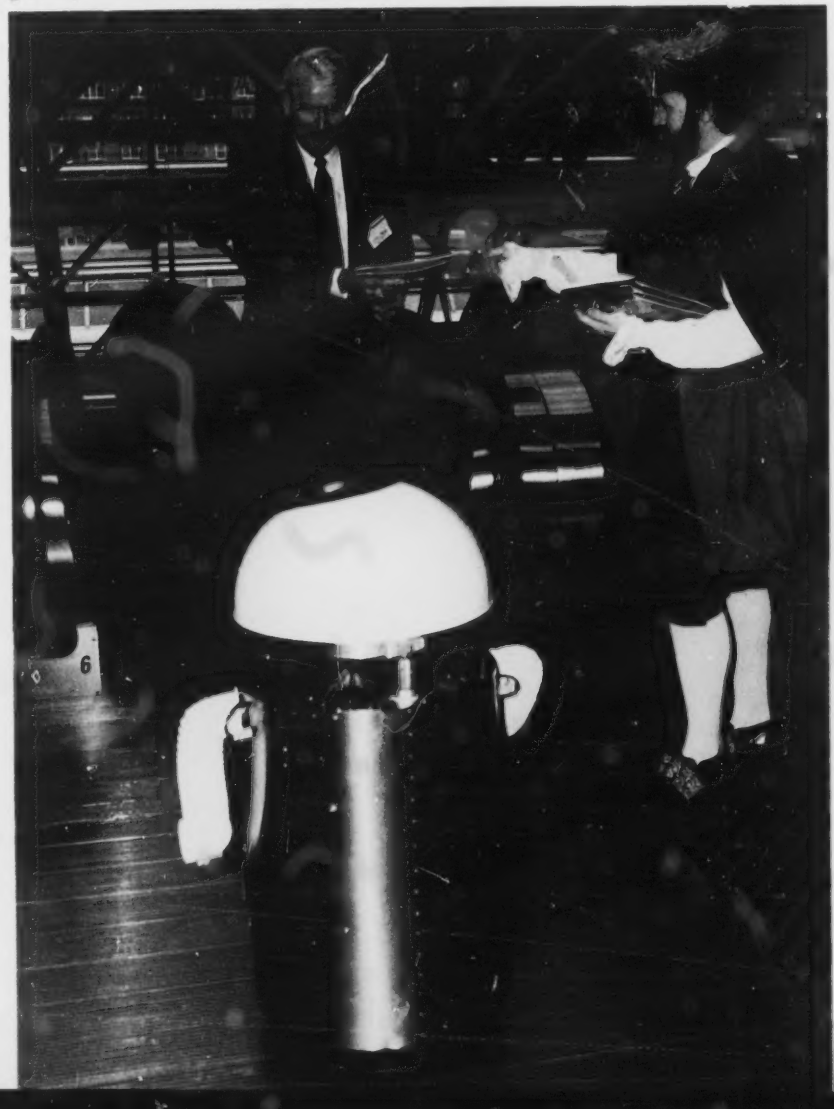
Nancy Giles said another important area of change has been in the family unit. More spouses of editors are employed, which she said "is a major shift in family patterns we noticed between our surveys in 1979 and last year."

"My experience in understanding human behavior suggests that this is an important transitional time for many of these families. Depending on how the family deals with it, it will either be successful and a source of strength and growth, or a source of anger, frustration and, perhaps, dissolution of the relationship."

What is happening in the newspaper business, and in most other businesses, is a transformation of attitudes and priorities, the couple said. There is a growing interest in quality of life as opposed to quantity of material goods, they noted.

"It is time for you, as publishers, to reflect, as other industries are doing, on the price of neglecting this important transition," Robert Giles said.

Publishers should also recognize that they can create stress, he said, and they should attempt to reduce the frustrations managers experience when they deal with the publisher. □



James L. Whyte of Florida Publishing Co., Jacksonville, is greeted by the old—explorer Jacques Cartier—and the new—a talking robot.

Classified ads: They're not what they used to be

At the clinic on "Classified—It's a New Generation," representatives of six newspaper companies told of recent developments showing that classified advertising today is a whole lot more than familiar "help wanted" and "merchandise for sale" listings.

Charles E. McKenney, assistant director of classified advertising at the Los Angeles Times, said "a useful, broad-based classified section adds a great deal of appeal" to a newspaper. "While not as many people may read the classified section each day as read the news section, chances are those who do pick up the classified section read it with greater intensity."

To increase classified's appeal, newspapers can publish specialized news columns adjacent to certain categories of classified, McKenney said, citing as examples "Pit Stops" near the automotive classifieds, "Plane Talk" near the aviation category, and "Coin Corner" near the numismatic column.

Because of its importance in terms of readership and revenue, classified advertising should be constantly promoted, which McKenney said has been done at the Times for many years. There should be, he said, in-paper promotion "and lots of it," testimonial ads, reader contests, newsletters, promotional materials stuffed into bills, trade-journal ads, bus posters, newsrack cards and advertising in other media—television, radio and direct mail.

The clinic, which was produced by the Association of Newspaper Classified Advertising Managers, also featured:

• Darrell Rooney of the St. Paul Pioneer Press and Dispatch, who said "every newspaper should most definitely establish written 'standards of acceptance' to serve as an ironclad guide" for the advertising department. ANCAM has published a guide to assist newspapers in development of such standards, he said.

• Nancy O'Connell of The Providence Journal Co., who posed the question of whether newspapers should have standardized classifications that appear in the same sequence in all papers. "It's an interesting concept," one that the Yellow Pages has adopted successfully, she noted.

• William Hensley of The Washington Post, who described the "sell through" concept whereby the same employees sell both classified and retail advertising over the telephone. (See story, p. 39.)

• James A. Moss of Knight-Ridder Newspaper Sales Inc., who described ANCAM's efforts to increase newspapers' share of military recruitment advertising.

• ANCAM President Richard E. Riggins, who moderated the clinic and described how his papers—the St. Petersburg Times and Evening Independent—and The Patriot Ledger of Quincy, Mass., use kiosks in shopping malls to reach classified customers and to provide customer service in circulation and other areas. □

Tapes available

Cassette tape recordings are available for all but the clinic sessions of the Convention. Prices are $6 or $10 (Canadian) per session (depending on length), tax and postage not included. To order, contact Anthony G. Tesoriero, ANPA, Box 17407, Dulles International Airport, Washington, D.C. 20041. Persons ordering tapes will be billed; no money should be sent in at the time of ordering.

Convention Arrangements Committee Chairman Jacques-G. Francoeur of UniMedia Inc., Montreal, enjoys a restful moment.

Goals needed for growth in circulation

Newspapers should set specific circulation goals in order to increase reading frequency and household penetration. Otherwise, it is too easy to accept causal factors, such as increased TV viewership, as "excuses" for the failure of circulation growth to keep pace with growth in households.

That was the message Gregory L. Stevens, assistant publisher of The Napa (Calif.) Register, brought to the clinic on "Household Penetration and Reading Frequency."

He suggested that the newspaper industry devise and follow a formula for determining a circulation goal—one which incorporates growth (or decline) in the number of households in a newspaper's community and other demographic, geographic and sociological factors.

But equally important, he said, is close communication between management and circulation staffers to determine *why* people do or do not subscribe to the paper.

"You should consider a 'stop and start' study to reveal reasons," he said. "You should get reports from the circulation staff on why people decline their sales pitches, and you should teach these staff people how to respond to specific, common objections or reasons people give for not subscribing."

One unidentified West Coast newspaper, in a start-stop study, found that an unexpectedly high 13 percent of stop orders were "not legitimate," apparently the result of clerical errors, Stevens said. As a result of failure to closely monitor the circulation department's routine activity, the newspaper was inadvertently cutting off delivery to satisfied customers who, once lost, were very unlikely to return.

Another panelist said newspapers must continue to strive for readability in their news columns in the face of continued leisure-time competition from television, magazines, cable TV and home video cassette recorder movies.

"If newspapers are written so that they are difficult to read, then they will be read less thoroughly, resulting in readers finding less use for the newspapers," said John B. Mauro, director of research of Media General Inc., Richmond, Va.

Donald B. Towles, vice president and director of public affairs of The Courier-Journal and The Louisville Times, agreed with that thesis. "In all too many cases," he said, "newspapers have fallen victim to indifference." □

Convention sidelights

A $10 meal cost only $7.73

During Convention Week, the Canadian dollar dropped steadily, reaching its lowest level in two years vis-a-vis the U.S. dollar—to 77.31 cents. In other words, $1 (U.S.) fetched $1.29 (Canadian).

But not everybody came out ahead

Favorable exchange rate notwithstanding, Canada was no bargain for several conventioneers who were victims of hotel burglaries. They included John F. McGee, president of Clay Communications Inc. in Charleston, W.Va.; the family that owns Newhouse Newspapers; Earl Burchfield, publisher of the Daily News of Middlesboro, Ky.; and Creed C. Black, chairman and publisher of The Lexington (Ky.) Herald-Leader. The thefts involved jewelry and cash and took place at three different hotels.

Another chance to see the Mounties

The RCMP's "musical ride," which was a big hit among the newspaper executives and their families, is heading south this summer. And Jacques-G. Francoeur of Montreal, the UniMedia Inc. president who headed the Convention planning team, invites U.S. publishers to contact him for information on how their newspapers can sponsor the equestrian extravaganza locally.

Pointing the way electronically

The Montreal Convention Centre provides a showcase for Teldon, the videotex technology developed in Canada. Seventy video monitors scattered throughout the facility direct visitors to registration areas, indicate the purposes for which particular rooms are being used, etc. In addition, information about events in progress may be retrieved via four interactive terminals.

Convention speeches available from the ANPA Public Affairs Department

Monday, April 30

ANPA Keynote Breakfast and General Session

- **Keynote address by ANPA Chairman and President William C. Marcil,** president and publisher, The Forum, Fargo, N.D.
- **Remarks of Jean Drapeau,** mayor of Montreal

Associated Press Annual Luncheon

- **Remarks of Lee A. Iacocca,** *chairman, Chrysler Corp.*

Topical Clinics

"Household Penetration and Reading Frequency"
- **Remarks of John B. Mauro,** director of research, Media General Inc., Richmond, Va.
- **Remarks of Donald B. Towles,** vice president and director of public affairs, The Courier-Journal and The Louisville Times

"Classified—It's a New Generation"
- **Remarks of Richard E. Riggins,** classified advertising manager, St. Petersburg Times and Evening Independent
- **Remarks of Darrell Rooney,** advertising manager, St. Paul Pioneer Press and Dispatch
- **Remarks of Nancy O'Connell,** classified advertising manager, The Providence Journal Co.
- **Remarks of James A. Moss,** director of classified advertising, Knight-Ridder Newspaper Sales Inc., New York
- **Remarks of William Hensley,** classified advertising manager, The Washington Post
- **Remarks of Charles E. McKenney,** assistant director of classified advertising, Los Angeles Times

"Circulation in a Changing Environment"
- **Remarks of Jack Butcher,** circulation director, The Tampa Tribune
- **Remarks of James F. Robinson,** circulation director, The Toronto Star
- **Remarks of Carleton Rosenburgh,** vice president for circulation, Philadelphia Inquirer and Daily News

"Stress and Newspapering"
- **Remarks of Robert H. Giles,** editor, Rochester Newspapers
- **Remarks of Nancy M. Giles,** psychologist, Genesee Health Services

Tuesday, May 1

General Session

Newspaper Advertising Bureau
- **Remarks of Otta A. Silha,** chairman, Cowles Media Co., Minneapolis; **James H. Hollis,** NAB vice president/mass merchandising; **Craig C. Standen,** NAB president; and **Leo Bogart,** NAB executive vice president and general manager

A View of the U.S. Media
- **Remarks of Brian Mulroney,** member of the Canadian Parliament and leader, Progressive Conservative Party

United Press International Annual Luncheon

- **Remarks of Armand Hammer,** chairman and chief executive officer, Occidental Petroleum

Topical Clinics

"Three Advertising Topics for Publishers' Interest"
- **Remarks of Roger H. Clapp,** advertising director, Richmond (Va.) Newspapers
- **Remarks of Edward H. Harrell,** assistant general manager, Pittsburgh Press
- **Remarks of Leo L. Kubiet,** director of advertising, St. Petersburg Times and Evening Independent

"Telemarketing—How to Sell Over the Telephone"
- **Remarks of Marie Holland,** vice president/telemarketing, NAB

"Publishers, Personal Computers and Telco's—Partners for the Future"
- **Remarks of Howard Anderson,** president and managing director, The Yankee Group, Boston
- **Remarks of Chris Burns,** president, Christopher Burns Inc., Minneapolis

Wednesday, May 2

ANPA General Session Breakfast

- **Journalism Education—Where Do We Go From Here?, James D. Atwater,** dean, School of Journalism, University of Missouri
- **Financial Services Regulation—The Forgotten Consumer, James D. Robinson III,** chairman and chief executive officer, American Express Co.

Topical Clinics

"Future Profits or Future Shock"
- **Remarks of George D. Hutchison,** director of finance and administrative services and secretary, Pacific Press Ltd., Vancouver, British Columbia
- **Remarks of George J. Lister,** executive vice president, The Times Leader, Wilkes-Barre, Pa.

"Employee Communications—A Two-Way Street"
- **Remarks of Don C. Becker,** president, Detroit Free Press
- **Remarks of James D. Boswell,** vice president/employee and public relations, Los Angeles Times
- **Remarks of Gerri W. Cordle,** director of employee relations, The Orlando (Fla.) Sentinel

ANPA Annual Luncheon

- **Interdependence and Economic Change, Canadian Prime Minister Pierre Elliott Trudeau**

Houston's Johnson takes ANPA helm

Richard J.V. Johnson, president of the Houston Chronicle, was elected chairman and president of ANPA at the Association's annual business meeting.

Johnson became the first Texan ever chosen to head the 98-year-old organization.

Other officers elected were Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., vice chairman; Arthur Ochs Sulzberger, The New York Times Co., treasurer; and K. Prescott Low, The Patriot Ledger, Quincy, Mass., secretary. All officers serve one-year terms.

After his election, Johnson, as is customary, appointed his predecessor, William C. Marcil of The Forum, Fargo, N.D., chairman of the Executive Committee. That committee consists of Marcil, the four officers and Executive Vice President Jerry W. Friedheim.

New directors elected to two-year terms were Charles T. Brumback, Chicago Tribune Co.; Uzal H. Martz Jr., Pottsville (Pa.) Republican; John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr., A.H. Belo Corp., Dallas.

Re-elected for two-year terms were the following eight directors: Garner Anthony, Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., The Hearst Corp.; William H. Cowles 3rd, The Spokesman-Review, Spokane; Robert F. Erburu, The Times Mirror Co.; Edward W. Estlow, Scripps-Howard; Jacques-G. Francoeur, UniMedia Inc., Montreal; Edwin L. Heminger, The Courier, Findlay, Ohio; and George W. Wilson, Concord (N.H.) Monitor.

Re-elected to a one-year term was Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz., who will reach the customary eight-year tenure limit next year.

Retiring from the Board after completion of their normal tenure were former Chairman and President Katharine Graham of The Washington Post Co., John B. Lake of Times Publishing Co. of St. Petersburg, Robert G. Marbut of Harte-Hanks Communications Inc. and Warren H. Phillips of The Wall Street Journal.

At left: The second-best attendance in 98 years of ANPA conventions—more than 2,300—fit comfortably within the Palais des Congres.

DAY 2 MAY 1

- New leadership
- Marriage-mail threat
- Newsroom concerns
- New technology

© David Rambo

Johnson (left) confers with Friedheim.

Since the 1983 Convention, ANPA membership increased by a net of eight papers and now is 1,393, according to the **membership report** presented by Membership Committee Chairman Heminger.

In the **treasurer's report,** presented before the election of new officers, Chapman announced total Association revenues in 1983 of $8,708,096 and expenses of $8,191,951 for an operating surplus of $516,145.

"From a fiscal standpoint, last year was an unusually calm period for our Association," Chapman said. But he predicted that there will be "heavy demands on ANPA's resources this year" principally because of the "postal rate challenges" facing newspapers. In keeping with past custom, the membership voted to give the Board *stand-by* authority to increase the dues formula by a maximum of 10 percent should unexpected circumstances arise during the year. Over the past 22 years the Board has exercised this authority only eight times and only in 5-percent increments, Chapman noted.

In his **executive vice president's report,** Friedheim discussed an "unusually busy year" for the ANPA staff, highlighted by completion of the consolidation of all Association activities at The Newspaper Center in Reston, Va., and "special challenges" such as postal rates (see stories, pp. 35 and 48), the Grenada news blockade and some contaminated yellow ink (see story, p. 50).

Friedheim introduced a slide show of ANPA activities emphasizing people, research, government relations, cost savings, technical assistance and information sharing. The show will be repeated at the June Operations Management Conference & Exposition in Atlanta. □

Copley heads Foundation

Helen K. Copley of The Copley Press Inc. was elected chairman and president of ANPA Foundation at a meeting of the Foundation's Board of Trustees. Edwin L. Heminger of The Courier in Findlay, Ohio, was elected vice chairman. Their terms are for one year.

ANPA's four new directors were elected as Foundation trustees; 14 other directors were re-elected as trustees. The terms of four trustees did not expire. □

Threat from marriage mail 'is not going to go away'

Marriage mail continues to loom as a major threat to newspaper advertising revenue. "I don't think the case can be overstated," James H. Hollis, vice president/mass merchandising of the Newspaper Advertising Bureau, said at the NAB General Session.

Marriage mail is a direct-mail delivery practice in which two or more ad circulars are united and mailed at relatively low, third-class rates. In an unusually stern warning compared with the tone of previous NAB presentations at the Convention, Hollis said, "The profit potential for marriage mail is so great—especially for packages weighing over four ounces—that marriage mail is not going to go away. It is going to be a fact of life and a serious threat to newspapers for the long term."

Advo-System Inc., the nation's largest direct-mail company, now delivers 15 percent of all U.S. preprinted advertising circulars. Its business is growing fast. Advo projects it will have 30 percent of the insert market in two years, Hollis said.

In some markets, there are now two or three marriage-mail packages mailed each week. They may include 10 or more preprints, he reported.

Although newspapers also posted a big gain in insert business last year, Hollis cautioned that the growth was not "at the expense of marriage mail. Their business didn't go down when ours went up. Our business increased merely from the pent-up demand of an improving economy, from an increase in coupon inserts and from new product introductions—special conditions we can't rely on to continue long term."

The newspaper business is attacking the marriage-mail competition partly by arguing that third-class postal rates are unfairly low. (See story, next page.) However, Hollis warned that higher postal rates alone may not break up marriage mail because the higher cost could be split among various advertisers whose messages make up a single marriage-mail package.

Hollis, a former K mart executive, offered tips on action individual newspapers can take to compete effectively:

- "If your paid circulation covers less than 70 percent of your market's households, I urge you to institute a non-subscriber program using either mail or carrier delivery," as more than 600 U.S. newspapers have done.
- Newspaper executives should "review your rates. Compare them with marriage mail, by weight. . . . It is my strong belief that to compete successfully with our mail competitors, we must price our products—both ROP and inserts—with the objective of gaining volume. We must increase our share of market or face dividing our increasing costs among a decreasing list of clients."
- "Take a hard look at those businesses in your market, no matter how small, who advertise, but not in your newspaper. A good place to start looking is in the Yellow Pages." If a newspaper's existing sales force cannot handle the increased account load in trying to bring those non-newspaper advertisers into the fold, "consider a part-time adult sales force."
- "Match your circulation to the small retailers' locations and customer drawing patterns, and then set up a program to meet his needs. Such a program could be ROP in a zoned edition, an insert in part of your subscriber distribution" or a total-market-coverage endeavor.
- Improve customer service. "Unlike our competition, newspapers have traditionally provided a broad range of service" such as creative work and research. "Customer service develops customer loyalty."

Hollis also explained a new NAB service called Datamap that provides computer-drawn maps of individual markets pinpointing the location of postal carrier routes. Each map displays demographic information such as income, home ownership, owner-occupied residences and 13 other characteristics.

NAB recently mapped all of North Carolina for more than 60 newspapers in that state. "We will be presenting advertising packages that match anything a mailer can offer—up to selling the whole state with one order if that's what the advertiser wants—plus the advantages of being in the newspaper."

Hollis said NAB plans to set up such a system in Virginia, and "as word spreads and demand grows, we plan to Datamap the entire country."

Other challenges to newspaper advertising were outlined by Leo Bogart, the bureau's executive vice president and general manager. He said opinions of 11 top ad executives reveal these three trends: more advertising messages in the future, more market targets for advertising and more of a workload for ad agencies' creative departments.

According to Bogart, the executives said the number of ad messages printed and broadcast will double in the next 25 years, with conventional broadcast and print media accounting for the bulk of the increase.

The experts think new media such as videotex will reduce by only 10 percent or less the time people spend with existing media. Fewer than half the experts said home shopping via computer terminals could account for even a third of retail sales before the end of the century, Bogart said. □

NAB taps Johnson

Tom Johnson of the Los Angeles Times was elected chairman of the Newspaper Advertising Bureau at the April 29 meeting of the NAB Board of Directors in Montreal. He succeeded Lloyd G. Schermer of Lee Enterprises Inc.

Frank A. Daniels Jr. of The News and Observer and The Raleigh (N.C.) Times was elected vice chairman, succeeding Johnson, and Richard E. Diamond of the Staten Island (N.Y.) Advance was elected treasurer, succeeding William O. Taylor of The Boston Globe.

Arthur Ochs Sulzberger of The New York Times Co. was re-elected secretary and assistant treasurer.

All officers were elected for one-year terms.

In other business, it was reported that since June 1, 1983, NAB had a net increase in membership of 19 newspapers, with 49 new members and 30 resignations.

According to another report, NAB revenue from dues, investments and other sources for the 1983-84 fiscal year is estimated at $11.673 million. □

UPI reports business gains

Buoyed by a strong first quarter 1984 fiscal performance, top management at United Press International presented an upbeat progress report on "the new UPI."

In the past year, the wire service generated more than $30 million in new business, reported Douglas F. Ruhe, managing director, chief executive officer and one of United Press International's principal owners. "We are now operating at approximately double that rate (in signing up news business) for 1984," he said at the UPI Annual Luncheon.

A UPI press release gave details, saying the wire service signed $33 million in contracts in 1983, up from $15 million in 1982. In the first quarter of 1984, contracts worth $15 million were signed, making that quarter the "best ever" for the company in that regard. The statement also noted that UPI now has more daily newspaper subscribers than it did a year earlier, reversing a long trend.

Ruhe was quoted in the release as saying he expects to see UPI's first months of profitable operation "sometime in 1984." Earlier this year, a UPI spokesman said the wire service expected to reach a break-even point in the first half of 1984 [presstime, Feb. 1984, p. 52].

One key to a financial turnaround is continued replacement of leased telephone lines with satellite communications. Ruhe reported at the luncheon that the UPI communications system has "expanded dramatically," with 2,400 satellite receiving dishes in place and 1,000 more on the way. The expansion is timely, he added, because the breakup of AT&T caused a dramatic increase in long-distance phone line costs.

Other accomplishments of the past year, according to Ruhe, were the assembling of UPI's "new leadership team" that includes President William J. Small, Editor-in-Chief Maxwell McCrohon and Executive Vice President Luis G. Nogales; the consolidation of news operations in Washington, D.C.; the move of corporate headquarters to Nashville from New York City and Cincinnati; and the improvement of service and maintenance operations.

Ruhe also outlined two new UPI services: UPI CustomData, which allows subscribers to select the categories of information to receive, and Fintext, a computerized stock service.

Small reported that UPI has opened "almost three dozen" new bureaus in the past 18 months and this year will open a regional wire for Southern California called MetroWire, and "a string" of small bureaus in Southern Florida.

Hammer addresses UPI luncheon.

Armand Hammer, the U.S. oil company executive and East-West trade pioneer, told the UPI luncheon he is cautiously optimistic that a peaceful "accommodation" among the world's superpowers will be reached. Fresh from a business trip to China, the 85-year-old Hammer said today's leaders have "the foresight and reason to find that long-sought accommodation that will permit us to live together on this planet in peace." □

3rd-class postal rates termed 'absurdly low'

Third-class marriage mail is delivered "at an absurdly low rate that undercuts any logical expense calculation for that kind of service," said Otto A. Silha of Cowles Media Co. Consequently, the newspaper business is fighting for higher third-class rates that would restore "fairness" to the overall postal rate structure, he explained.

Silha, chairman of the Joint Postal Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association, outlined the reasoning behind the industry's drive to get third-class rates increased. (See story, p. 48.)

"Our studied analysis reveals without question that the general public has been absorbing huge increases in the first-class postage stamp over the past few years, while bulk business mailers have received steadily improving service at stable or declining prices," Silha told the NAB General Session. "In our opinion, the first-class mailer is subsidizing the third-class advertising mailer. In short, we're all paying for the Postal Service 'loss leader'—third-class shared (marriage) mail."

Silha pointed out that a one-ounce piece of third-class mail presorted by carrier route costs 7.4 cents, or $74 per thousand. In contrast, it would cost 71 cents, or $710 per thousand, to mail a four-ounce letter.

Among other things Silha said the newspaper-business study has revealed:

- Third-class service has improved "dramatically," with such things as granting mailers' "requested delivery days," resulting in "some astonishing values for their mail dollars." At the same time, some newspapers are receiving such poor second-class service that "subscribers are giving up on them."
- The third-class rate scheme is "discriminatory" because it costs the same to mail a quarter-ounce item as it does to mail one weighing just less than a quarter-pound.
- There is an unreasonably large gap between the cost to mail a first-class letter and third-class advertising circulars.

Silha said first-class mail accounts for 54 percent of postal volume and 60 percent of revenue. Third-class accounts for 34 percent of volume and only 15 percent of revenue.

"Why the disparity? It's simple," he said. "First-class mail has no place else to go. The government guarantees the Postal Service a monopoly on first-class. Third-class mail, the advertising circulars, have a choice of media, including newspapers. All the Postal Service wants is a fair advantage. And it has taken one—a substantial one."

Silha said that all these issues are involved in the rate case currently before the Postal Rate Commission, which must make its decision by Sept. 10. He urged publishers to monitor the case and also to set prices and offer services that are "creative and effective for the advertiser." □

Gartner and Black square off over reaction to Grenada

Did the media "roll over and play dead" in failing to fight dramatically for their First Amendment rights in the government news blackout on the Grenada invasion? Should they have sued President Reagan? The suggestion stirred strong debate at the clinic on "Concerns from Your Newsrooms."

"The press basically rolled over because of those early polls" showing wide public support for the Pentagon's two-day lag in permitting media access to the invasion scene, charged Michael G. Gartner, president and editorial chairman of the Des Moines Register and Tribune Co.

"The press shouldn't have just *talked* to the White House and the Pentagon about this, we should have *acted*," he said. "We should have sued the White House" for not including reporters in the invasion force. "At least then, if we lost (the suit), we would know where we stand."

"That's not at all what happened" in the coordinated media response to the Grenada incident, said Creed C. Black, president of the American Society of Newspaper Editors and chairman and publisher of The Lexington (Ky.) Herald-Leader Co.

ASNE and ANPA representatives met with White House aides on the Grenada situation and later testified, along with other media groups, before the so-called Sidle Panel which will make recommendations to the Pentagon concerning media-military relations in future U.S. military actions.

John Seigenthaler, president and publisher of The Tennessean in Nashville and editorial director of USA Today, said a suit against the White House over the Grenadian news blackout would have been a mistake. "To assert constitutional rights simply to see if they will be taken away doesn't make sense," he added.

The discussions about Grenada came during the clinic segment on "Image: Do They Really Hate Us Out There?" Gartner said if the media worry about their image too much, as he said they did in the days immediately following the Grenada invasion, they become "less good and less aggressive."

Use of the word "media" can be troublesome for newspaper people, Black commented, because "time after time, when you get down to specifics, when people complain about the media, they are usually talking about television."

Louis D. Boccardi, executive vice president of the Associated Press, agreed that much of the public's criticism is directed at TV news, but "I don't see how we can pry ourselves apart in the public mind."

In the segment on libel developments, Robert D. Sack, a New York attorney representing Dow Jones & Co. Inc., said he is concerned about the newly formed Libel Prosecution Resource Center—a counter to the pro-media Libel Defense Resource Center. Sack said the LPRC "raises the specter of a group possibly applying libel laws for political goals."

Richard M. Schmidt Jr., a Washington lawyer who is ASNE counsel, said too many myths about libel persist among reporters—and publishers. For example, some newsmen still believe use of the word "alleged" automatically eliminates dangers of libel in a news story, while others believe they can get by with a libelous statement if they attribute it, in a direct quotation, to an individual or to another publication.

"And many reporters take the view that, 'The paper is insured for libel, so why worry?'" said Schmidt, pointing up the need for a comprehensive libel education program for "every editor and reporter in the country."

During the clinic's other segment on minorities, Seigenthaler told the clinic that newspapers are "still a segregated industry," because 60 percent of American newspapers have not hired their first newsroom minority staffer. There is an admitted difficulty in recruiting minority students to print journalism, he said, because "most of the brightest still look to TV for employment."

Black said ASNE will maintain its efforts to increase minority representation in newsrooms, while also serving as a clearinghouse for minority hiring in other newspaper departments. □

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The new ANPA Executive Committee consists of (seated, from left) ANPA Vice Chairman Alvah H. Chapman Jr., Chairman and President Richard J. V. Johnson, Committee Chairman William C. Marcil and (standing, from left) ANPA Executive Vice President Jerry W. Friedheim, Secretary K. Prescott Low and Treasurer Arthur Ochs Sulzberger.

Preprint effects on newshole discussed

Generally, the newshole in America's newspapers has not shrunk, despite concern to the contrary spurred by the growth of preprinted ad inserts. Nonetheless, newspapers do have a "newshole problem."

That piece of good news/bad news was conveyed by Roger H. Clapp, advertising director for Richmond [Va.] Newspapers Inc., to the clinic "Three Advertising Topics for Publishers' Interest."

The concern stems from the fact that inserts have diverted some advertisers from run-of-paper advertising, the amount of which generally determines the size of the newshole.

Clapp, citing Media Records figures, said the percentage of newspaper space devoted to news in 1983 was 37.5 percent, "virtually unchanged" from 37.8 percent a year earlier. He added that the figures have remained "fairly constant" since 1977.

"More important," he said, is the fact that the number of news pages has gone up 13 percent during that same period. "This suggests that even though inserts have been growing at a faster rate than ROP, the absolute increases in ROP advertising pages have been large enough to offset the insert conversion."

Clapp also cited a 1983 Newspaper Advertising Bureau survey in which 52 percent of responding newspapers said they had more news pages than two years before, 14 percent had the same number and 34 percent had fewer.

Nonetheless, Clapp insisted newspapers do have a newshole problem. "We simply cannot continue to increase the number of news pages via minimum newsholes—or whatever—without adversely affecting our profit margins," he said.

The solution? Newspapers should aggressively sell advertisers on the advantages of ROP, he said, at the same time they are guarding their preprint business.

Two newspapers that have successfully guarded their preprints are The St. Petersburg Times and Evening Independent. Advertising Director Leo L. Kubiet detailed how his papers wrested their mid-week Sears preprints back from Advo-System Inc. [presstime, Nov. 1983, p. 29].

But, he said, that victory "will hardly stem the tide of direct mail." □

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Convention speakers attracted a daily crowd of newspaper, wire service, television and radio reporters. The greatest interest was shown in Canadian politicians addressing the publishers.

Canadian leader blasts U.S. coverage of his country

Canadian Opposition Leader Brian Mulroney, a possible successor to Pierre Trudeau as prime minister, roundly criticized U.S. media for neglect in their news coverage of the friendly neighbor to the north.

"To be blunt, the American media has decided Canada doesn't matter—and we've been treated accordingly," Mulroney said in a General Session speech. "Canada is seldom deemed newsworthy in the United States."

To improve relations, he called for greater U.S. media attention and establishment of permanent secretariats in each country to analyze proposed government policies in terms of their potential impact on the other nation.

The speech was billed as Mulroney's first major address on Canada-United States relations, which he said are hampered by the U.S. media's "neglect, stemming, no doubt, from the assumption that what happens in Canada is always less important than other countries, including tiny nations whose only vocation in life is to cause trouble and embarrassment for the United States."

"Someone has decided that Cuba is exciting, Afghanistan is vital, El Salvador is indispensable, Nepal is stimulating—but good, old, reliable, friendly, constant Canada—your most important friend and partner in the entire world—is dull, and therefore unworthy of America's attention," Mulroney told the publishers.

He said there are "at least 90 correspondents from U.S. media stationed in Japan and another 90 or so in Britain" but "only some 15 correspondents from American newspapers and television stations posted in our entire country."

Largely as a result of media inattention, "lack of knowledge, misconceptions and stereotypes about Canada among American politicians and the public still abound."

Mulroney, 45-year-old leader of the opposition Progressive Conservative Party, was mobbed by Canadian journalists after his speech because poll results released hours before indicated his party had plummeted in popularity and was trailing the Liberals by six percentage points. One month earlier, a similar poll showed Mulroney's party ahead by 22 points.

Looking ahead to high tech

Electronic publishing has not gotten off to the booming start some media oracles predicted four or five years ago.

But panelists at the clinic on "Publishers, Personal Computers and Telcos—Partners for the Future" said videotex and other computer-based services are still viable and will become solid businesses over the long term. Moreover, newspapers still have a good chance to play a prominent role in the development of these services, they said.

Charles H. Everill presented a report from the ANPA Telecommunications Committee, acknowledging the sluggish growth of electronic publishing but contending it will nevertheless become a major industry of "nationwide and even worldwide" scope. "There will be a consumer market as well as a business, government and education market," he said.

Everill, senior vice president/marketing of Harte-Hanks Communications Inc., suggested that the newspaper business prepare itself for the coming electronic-information age by:

- Developing and enhancing "networking" capabilities, such as the newswire satellite networks. "We must be able to move large volumes of updated databases rapidly. We must be able to move graphics as well as text."
- Developing relationships with the "conduits"—existing communications systems such as cable and phone companies.
- Developing databases that "enhance our ability to compete." An example could be a database offering advertisers details on newspaper rates and household demographics.
- Becoming more skilled at new-product development.

Another speaker, media consultant Christopher J. Burns of Minneapolis, also said newspapers can benefit from testing high-tech waters. Projects need not be on the scale of major videotex trials such as those sponsored by Knight-Ridder Newspapers Inc. or Times Mirror Co., he said.

"Don't think of videotex as a publishing tool. Think of it as a communications medium," he added. "And think of it as *your* medium. No one has contributed more to the evolution of videotex than the people in this room."

The videotex system of the future will be different from the "pioneering" systems of today, he said. One difference will be the terminal itself, he predicted. The terminal will not be a "temporary rig" of a television set and telephone "sitting on the far side of the living room being watched by a family. Information isn't consumed that way." Instead, the terminal "is evolving into a small video telephone on the kitchen counter. It's conceivable that it would work as a television set, but it is more likely to be a modification of the telephone."

Another speaker taking the long view of videotex was Howard Anderson, president and managing director of The Yankee Group, a Boston-based consulting firm. He believes the consumer videotex industry holds most of its promise as a long-range, rather than short-term, venture. In fact, he said, videotex in its current form is "fatally flawed" and is a "sinkhole for your money."

Anderson said it may be relatively easy to sign on new videotex customers, but a "major problem" is high subscriber turnover, a condition referred to as high "churn."

He said The Yankee Group "sees little promise" in teletext projects planned by CBS, NBC and Keycom Electronic Publishing because of the "limited capacity of the broadcast vertical blanking interval (on which teletext messages are sent) and the reluctance of TV set makers to install, or consumers to pay for, teletext decoding circuitry."

Anderson said his company sees more shorter-term profits in a service called "supertex," in which consumers can call up various forms of entertainment such as games, music and video programming and have them transferred electronically to home devices.

Winston E. Himsworth, first vice president of Lehman Brothers Kuhn Loeb Inc., said newspapers, not telecommunications companies, have the upper hand in the development of electronic information services.

"Telcos (telephone companies) are not positioned to make it big in this business," he said. Newspapers, Himsworth noted, are much better equipped to answer the question, "Who needs what and how do they get it?" □

Everill (right) is greeted by George M. Minot of CompuServe.

A big contrast at the Convention

Many people at the Convention commented on the contrast between the almost casual security afforded Prime Minister Trudeau and the tight protection the U.S. Secret Service wrapped around President Reagan at the 1983 ANPA Convention. □

Robert L. Ballow, general counsel of the International Circulation Managers Association, discusses types of distribution systems at the clinic on "Circulation in a Changing Environment." Looking on is another panelist, Jack Butcher of The Tampa Tribune.

Ringing up improved profits

Newspaper executives heard something at one clinic that seemed almost too good to be true: There's a guaranteed way to improve profitability.

It's called telemarketing.

Telemarketing, explained Marie Holland, vice president of same at the Newspaper Advertising Bureau, is a "high-tech, high-speed, hifalutin' way of saying 'telephone sales.'" More than 200 daily newspapers have been using it for some time in classified and circulation sales, with more on the way, and increased profits are uniformly the result.

"What's the catch?" she asked rhetorically. "No catch. It's a no-lose situation."

If that's good news, even better news is that the added dimension of "total telemarketing" promises even more dramatic results. Total telemarketing means selling every possible advertising option by phone, Holland said, including retail, national and co-op ads, as well as inserts. Another term for it is "sell through"—selling that cuts across newspapers' advertising departmental and product lines.

Telemarketing, she noted, "doesn't mean your advertising sales function is done totally by telephone. Of course you're always going to want most of your people to be out there on the street."

But telemarketing does offer advantages, Holland said, principally this one: "A person can complete many more telephone sales contacts per day than in-person contacts. That means far lower average sales contact cost." Adding to the attractiveness of telemarketing are several other factors, Holland noted: suburban sprawl that makes it increasingly inefficient to make in-person sales calls, the costs of driving a car, and the trend toward use of out-of-town ad offices and agencies by chain stores.

Advertisers, she added, generally prefer telephone sales contacts.

She cited the examples of the Winston-Salem (N.C.) Journal and Sentinel and of the Dayton (Ohio) Daily News and Journal Herald in discussing how newspapers decide which accounts can be better handled over the phone, how they select the right people for telemarketing duties, and how they compensate the telemarketers.

NAB, Holland said, has developed a program to help newspapers set up and run an effective telemarketing training program for supervisors, managers, trainers and sales representatives. The two-book program includes a trainer's guide and a trainee's workbook; they cover traditional newspaper telemarketing and what Holland called the "brave new total telemarketing areas of retail, national and co-op." □

Newspapers offer unique ways to sell

Two representatives of the Newspaper Advertising Bureau gave an animated presentation on how advertising sales people can play upon newspapers' unique characteristics to enhance selling against the competition.

Uldis Grava, vice president/director of marketing services, played the devil's advocate in eliciting from the audience what newspapers can tell advertisers in response to:

- The color of magazines
- The action of TV
- The fantasy of radio
- The cost per thousand of outdoor advertising
- The selectivity of direct mail.

When someone suggested total market coverage, Grava pointed out that 98 percent of all homes have a TV set. He was encouraging his listeners to anticipate the selling points seized upon by competing media and to combat those arguments by spotlighting newspapers' own advantages in reaching consumers.

The biggest pluses for newspapers, he said, are a target audience that is upscale but not isolated from the general market and a "broad reach."

"Learn the vocabulary of the competition," he urged. "Newspapers have to sell on the basis of readership, rather than households," as magazines are doing.

Newspapers also have a "pass-along" factor, which is approaching three readers per copy in the larger markets, Grava noted.

He urged publishers to do readership studies. "It's to your benefit," said the NAB official.

Also at the clinic on "How to Sell Against the Competition," Steve Van Osten, NAB's vice president/retail sales development and training, noted that retail advertising sales people have "a lot of tough work" because they "don't have full control over the job" in selling against other media.

There are too many restrictions on the sales staff, he said, such as "traditional" rules against running color in classified ad sections or running a merchandise ad opposite the editorial page.

He called on newspaper executives to question such outside influences that impede newspapers' ability to sell against radio and TV. □

Trudeau opposes trade protectionism

In the past seven years, ANPA conventions have heard from two U.S. presidents (Reagan and Carter), two vice presidents (Bush and Rockefeller), one former vice president (Mondale), one United Nations secretary-general (Waldheim) and one head of state from overseas (Marcos of the Philippines). In Montreal, Canadian Prime Minister Pierre Elliott Trudeau joined that list of headliners.

For Trudeau, 64, the appearance was one of the last before he steps off the world stage. The one-time Montreal law professor has announced that he will return to private life next month after nearly 16 years in office—the longest tenure of any contemporary Western leader.

Appropriately, his speech had the tone of a farewell address. It was delivered in a calm, steady, quiet voice, but the message was strong: that the nations of today are intricately linked economically and that moves toward protectionism in international trade could lead to "anarchy or oligarchy."

The address, which was liberally sprinkled with quotations from Einstein, Aristotle, Lewis Carroll, columnist George Will and Mexican poet Carlos Fuentes, was in stark contrast to the rousing call to arms shouted from the same podium two days earlier by U.S. industrialist and protectionist advocate Lee A. Iococca.

Speaking to a record crowd of 1,700 at the annual ANPA Luncheon, Trudeau said that governmental attempts to protect declining industries have never fully succeeded, in part because job and income losses are often unrelated to trade. He cited the example of new communications technology that affects the transportation industry, in which case "the employment impacts are difficult to identify and to deal with."

Instead of moving to protect industries by providing subsidies and other support, governments should be looking for ways to work within the existing economic system, the prime minister asserted.

DAY 3 MAY 2

- Economic interdependence
- The mounting deficit
- Management skills
- Politicians and the press

He warned that "if we do not adapt to change in our economic structures, and if we fail to adjust our thinking and our institutions to facilitate international cooperation, we risk waking up one morning to find that the multilateral economic system has disintegrated and that we have been mugged by reality."

Despite the fact that "American economic primacy has waned," the U.S. role in international economics remains "pivotal," Trudeau said. Without leadership by the industrialized nations, particularly the United States, "the system could regress into anarchy or oligarchy. And tendencies of unilateralism and neutrality could undermine the alliance of democracies."

The kind of economic cooperation among nations that is required, he added, "is simply not happening. The vision is lacking. . . . Political leaders need to push this work forward and give it direction."

Trudeau said economic interdependence is nowhere "more advanced" and "more vital" than in Canada and the United States. Seventy percent of Canada's exports go to the United States, he noted; U.S. exports to Canada are nearly twice as great as those to Japan, and they are greater than U.S. exports to Britain, France and West Germany combined.

Moreover, the Canadian leader said, businesses in the United States have extensive investments in Canada and vice versa, so that "by the time a new Chrysler van is sold in Detroit, it is neither American nor Canadian but a truly North American hybrid."

Speaking against a backdrop of multiple Canadian flags flanking two U.S. flags, Trudeau said the two nations also are "integrated into the larger global economy." Neither country, "nor the two countries together as Fortress North America, could stand alone and prosper."

During his 25-minute address, Trudeau—as has been his custom when making public appearances in Quebec—used both English and French.

The French portion was not restated in English. Translated, the key part of the French section is as follows: "The tendency for governments to intervene has been reinforced by expectations, built up especially over the 1970s, that big government will protect domestic interests from structural change. And, inevitably, the results of government interventions have not all been positive. No government has been able to resist fully the pressure to protect jobs and income in declining industries, such as the clothing industry in your country and ours." □

At left: In office for most of the last 16 years but soon to retire, Prime Minister Trudeau discusses nations' economic interdependence.

Following Trudeau's address, the ANPA gavel was passed to new Chairman and President Richard J.V. Johnson.

Deficit termed an 'emergency'

The nation's publishers, as "opinion molders," must convince voters of the urgent need to end ruinous government deficit spending as we enter the presidential campaign "silly season," a former cabinet member said.

W. Michael Blumenthal, treasury secretary in the Carter administration, said newspapers should force presidential hopefuls to address the dangers of continued runaway deficit spending and demand that each candidate explain how he would cut the deficit.

"All candidates must be made to be fair and realistic" in dealing with deficit spending that is running at a "national emergency" rate of $200 billion a year, he told a General Session breakfast. "The candidates should not be allowed to make promises (to voters) that are not accompanied by pain" such as tax increases, said Blumenthal, now chairman and chief executive of Burroughs Corp.

"It's so much easier for candidates to give away things and (promise to) cut taxes, but we must be realistic," he said.

If the nation does not take bold steps now to approach a balanced federal budget, we will all "regret it" because deficit spending means "mortgaging the lives of our children and our grandchildren." Blumenthal spoke in behalf of the Bipartisan Budget Appeal, formed in 1982 by him and five other one-time treasury and commerce secretaries to fight snowballing increases in deficits.

Those with "rosy scenarios" who maintain interest rates will go down while the national deficit runs at $200 billion a year are dead wrong, he said. Current deficit spending threatens to kill the economic recovery and keeps interest rates high—higher than in Japan for both short- and long-term rates, he noted.

Blumenthal said the U.S. dollar currently is strong, actually overvalued, because high U.S interest rates attract foreign investment. But that foreign investment is really "hot money" because the foreigners will rush to pull out as soon as they see signs of a loss of confidence in the U.S. economy.

Even with the boldest action possible from Washington, it is "unrealistic to (expect to) achieve balance in less than four years," he said. A solution must include levying a new "broad-based, fair, consumption-oriented tax," he added. Also needed, Blumenthal said, are cuts in defense spending and in inflation-indexed social entitlement programs, such as Social Security, and in Medicare.

Blumenthal decries government deficit at session moderated by Gannett's Madelyn P. Jennings.

"The numbers are staggering," said Blumenthal. "A deficit of $2.5 trillion is likely in a few years. We will soon be paying more than $100 billion a year just in interest" on the national debt.

Also at the General Session, the chairman of American Express Co. said that as financial institutions focus more on "upscale consumers," some people with lesser incomes are "being squeezed out of financial services."

James D. Robinson III noted that "public interest in financial services (is) often subordinated by special interests," and he called for a "fresh look" at the financial system in such a way that "regulation not be determined by interests that complain the loudest."

Public policy in this area should have three main objectives for consumers, he said: broadest access to financial services, credit at reasonable cost and a sound financial system.

Robinson said federal deposit insurance was "designed to be a safety net and not a trampoline." Emboldened by the security of deposit insurance, some financial institutions are, in effect, using the government as a "silent partner" to take "exorbitant risks," he said. □

J-dean appeals for help

Journalists "can and even should" help solve some of the problems facing journalism education, according to James D. Atwater, dean of the School of Journalism at the University of Missouri.

Atwater, a senior editor of Time magazine before becoming dean six months ago, said he is bothered by the "wide chasm" still existing between practitioners and academics.

"Now that I am on the far side of the canyon, the distance between the two groups seems even greater than before," he said. "Despite the efforts of the ANPA and a number of publishers, I believe that the educators are more anxious to build a bridge to the other side than the journalists."

Atwater suggested publishers contribute to journalism education—"quite apart from writing checks"—by making reporters and editors more available for writing and ethics workshops, by giving their employees paid leaves to spend a semester on campus, and by swapping a journalism practitioner for a professor for a period of time.

Publishers also can help in the search for talented young people by giving them a "nudge" toward the profession, such as by hiring them for summer newsroom internships, he said. Journalism faces a talent shortage, Atwater warned, adding that the "talent hunt" should begin in high school. "We still don't pay all that much in this business, and there simply are not enough superior students coming out of high school these days."

Before making his plea for publisher assistance, Atwater provided his General Session audience with a self-described "instant analysis" of the future of journalism education.

The first concern of journalism educators, he said, is to make sure their students can perform the "fundamentals"—clear, concise writing and the basic skills of reporting or advertising.

Educators have to try to put more writing courses, and more intensive ones, into the curriculum, he said. "This means classes with fewer students, and that is expensive."

A second concern, he said, is how best to prepare students for the "information revolution." He said rapid changes in the communication business are causing educators to ponder what to teach, what courses to delete if new ones are added, and how to finance the expensive electronic equipment needed to avoid becoming "hopelessly obsolete." □

Margaret Genovese

Panelists (from left) Germond, Fotheringham, Boyd and colleagues drew laughter.

Politicians exploit press? Reporters know how it's done

The General Session on "How Politicians Use the Press" heard little disagreement that elected officials just might, on occasion anyway, try to manipulate the media to advance a good image.

"It's not whether [manipulation] exists," noted Allan Fotheringham of Southam News Service in Ottawa. "It's the level of the cynicism."

For Fotheringham, at least, that level is pretty high. In the humorous but acerbic manner for which the award-winning Canadian journalist is noted, he pilloried a variety of public servants, including the "spavined hacks and retired bagmen" who, he said, serve as press-relations officials in the Canadian government.

He contended that a fellow panelist, Canadian Sen. D. Keith Davey, has advised Prime Minister Pierre Trudeau on the best ways of maximizing good and minimizing bad when it comes to press contact.

Fotheringham also claimed Davey "lowbridged" Trudeau just before the last election—that is, kept Trudeau away from the press—so as not to disturb the prime minister's favorable public standing as reflected in the polls.

Davey countered that Trudeau has never been "packaged," and in a return volley he labeled Fotheringham "an adjectival rogue" who is "our answer to Howard Cosell."

Another panelist, Jack Germond of The Baltimore Sun, said that "politicians and their handlers want to present their people in the best light. The press wants to present them in the truest light. Those two things never quite come together."

Modern-day techniques for press manipulation, once kept close to the vest, now are so blatantly practiced they no longer are secret, Germond said.

Robert S. Boyd of Knight-Ridder Newspapers noted a "nice little gadget" President Reagan often uses for effect in televised speeches. The president usually reads from teleprompters for the body of the address, but when quoting from a special work, he looks down and reads from cards—as if the rest of the speech was not scripted.

Germond said the caliber of reporters has improved in recent years, and officials don't get away with as much manipulation as they once did.

There also has been an increase in the number of political consultants, which ironically has worked to the advantage of the press, he said. "They try to throw a little con at you once in a while," Germond said, but "there are bottom lines below which they will not go. Those lines may be lower than we may like, but at least they're there." □

Newspapers learn to communicate with employees

It used to be a common saying that newspapers, which are in the business of communicating, do a poor job of communicating with their employees. No more. Committed newspapers are pulling out all the stops to share information with their workers.

Executives from three newspaper companies put on dazzling slideshows at the clinic on "Employee Communications—A Two-Way Street." In the aggregate, they showed newspapers can and do excel at internal communication.

Granted, not all newspapers have the resources of the Los Angeles Times, The Orlando (Fla.) Sentinel and The Arizona Republic and Phoenix Gazette, which made the presentations. But today, even smaller newspapers can and "must" communicate successfully with their employees, said panel moderator Darrow Tully, publisher of the Phoenix papers.

Eldon A. Case, employee relations director of the Phoenix dailies, noted that the spoken word is easily misunderstood and that "the rumor mill is destructive." An organization table and the ranges of salaries for various positions is public information at the Phoenix papers, Case said. Also, a supervisors' manual, which is available for all employees to peruse, is updated weekly.

Don C. Becker, president of the Detroit Free Press, reported that "quality circles"—sometimes known as "participative management" or "quality of work life" programs—are "thriving" at his newspaper.

At the Los Angeles Times, "We work harder on communication than anything else," said James D. Boswell, vice president/employee and public relations. "It is the thread that ties all of our employee relations programs together." □

Masters of change

Publishers were urged to become "change masters" at their newspapers—that is, executives who bring about innovative and productive change.

Yale University professor Rosabeth Moss Kanter outlined the skills of such leaders: going outside traditional assumptions, providing vision and having conviction behind their ideas, having the ability to form coalitions and to attract support for their ideas, working through teams, and sharing credit and recognition. □

A warning to papers on equal pay

The burgeoning concept of "equal pay for jobs of comparable worth" could mean major problems for newspapers, according to the director of labor relations for Gannett Co. Inc.

Wendell J. Van Lare said this is because traditional newspaper employment policies have created "ghettos by sex." This may make it possible for women workers to argue they are underpaid in jobs different from—but comparable in worth to—those held mostly by men.

At the clinic on "Discrimination Cases Won/Lost," Van Lare said the recent trend in comparable-worth litigation—the concept was upheld by a federal judge in Washington State last year—"scares me."

Van Lare said "ghettos by sex" abound in newspapers. Typically, newspapers employ mostly women as telephone classified ad-takers, while men hold higher-paying outside ad sales positions, he said.

It is possible states may begin to order employers to study their existing wage scales under the comparable-worth concept, he said, to see if women or other groups are being victimized.

An employer that conducts such a study, voluntarily or otherwise, should be aware that it is likely to be costly—not only for the study itself, but in the increased pay that would be demanded if women or other groups were found to be comparatively underpaid, Van Lare said.

Another problem exists if relatively lower salaries are paid to supervisors in certain departments, particularly those largely staffed by women. A supervisor in a predominantly female department now might receive a lower salary than a non-supervisory worker in a male department, he noted.

"If this is going to be the law of the land, then there is trouble down the road and newspapers had better get ready for it," Van Lare warned. He noted that the three leading candidates for the Democratic presidential nomination all endorse the comparable-worth concept.

Comparable worth cases can be brought now, under existing law, without new legislation, noted John B. Jaske, vice president/labor relations of Gannett. An attorney could make a case for executive secretaries who are paid less than janitors at a newspaper, he said. □

How to head off financial conflicts

At the clinic on "Future Profits or Future Shock," advice on amassing the former and avoiding the latter was dispensed.

George D. Hutchinson, president of the Institute of Newspaper Controllers and Finance Officers, argued for inclusion of the financial officer in a newspaper's corporate planning process.

Too often people in the communications business are poor internal communicators, said Hutchinson, director of finance and administrative services for Pacific Press Ltd. in Vancouver, British Columbia. By making the financial officer a member of the team setting and implementing company goals, a newspaper can avoid conflicts between the financial officer and other personnel that arise because of communication breakdowns.

Also at the INCFO-arranged clinic, panelist George J. Lister executive vice president of The Times Leader in Wilkes-Barre, Pa., pointed out that "people and paper" account for up to 70-75 percent of total newspaper costs.

Among his suggestions for controlling people costs were to determine what staff positions are necessary to produce a quality newspaper when advertising volume is at a low ebb—and then fill these positions with full-time employees. For peak periods, part-time employees should be retained.

One way to control paper costs, he said, is to limit news coverage and circulation to the areas from which the newspaper's advertisers draw customers. □

The most cerebral of discussions

Do you consider yourself a conceptualizer prone to daydreaming? Are you spiritual, musical and maybe even a little emotional?

Or do you think of yourself more as reasoned, organized, controlled and conservative?

If you're the former, chances are you are right-brain dominant. That is, the right side of your brain may be the location of most electrical impulses that make up your sparkling character.

On the other hand, if you're the latter, you might logically conclude that you are left-brain dominant. Most of your reasoned outlook on life stems from the left side of your brain.

The differences between the two were the basis for what had to qualify as the most cerebral of all Convention clinics: "The Creative Brain—How Known Brain Functions Can Be Applied to Unlock Creativity, Approach Business Problems and Achieve New Understanding" by personal development consultant Ned Herrmann.

Herrmann is chairman of The Whole Brain Corp. of Lake Lure, N.C., which uses brain dominance theory to "stimulate innovation and productivity" by American companies. He said his research has revealed that people can boost their personal and professional success partly by understanding where their personalities lie on the spectrum between "left" and "right" brain.

"What happens is that we often block our experimental self by our safekeeping self," he said. People "move back and forth from the different parts of the brain unless you suppress that activity. . . . In our cultural norms, we erect rules for ourselves."

The "whole brain" concept involves being able to apply the various brain traits "situationally."

Herrmann said people can learn to shift their brain dominance from one side to the other. But it is harder to shift from the right side, where one tends to be more creative and loose, than from the left side, where one might "see the trees but not the forest."

In the workplace, he advised taking "a look at the people and the jobs you have and decide who you want in those jobs." There may be a valuable "synergy" by having a variety of profiles on a staff. □

Herrmann in his own hemispheres.

Late news

ITU to conduct another election

The U.S. Department of Labor and the International Typographical Union agreed May 4 to a rerun of last year's ITU election, an action that also puts on hold the proposed merger of the ITU with the Teamsters.

Former First Vice President Robert S. McMichen had protested to the department following the November 1983 election in which he defeated incumbent Joe Bingel by nearly 5,000 votes but was denied the presidency after Bingel challenged the result. The union's canvassing board invalidated the election and ordered a rerun [presstime, April 1984, p. 60].

The new election will be for president, three vice presidents and secretary-treasurer. It will be conducted "as soon as possible" and no later than July 31, the Labor Department said.

Under the voluntary agreement, the ITU executive council has scrubbed the scheduled May 16 membership referendum on the proposed merger with the Teamsters. Four days before the Labor Department-ITU agreement was announced, a federal judge in San Francisco had temporarily enjoined the ITU from holding the referendum.

Accreditors act on rules, applications

The Accrediting Council on Education in Journalism and Mass Communications gave preliminary approval to proposed changes in accrediting standards and granted accreditation to 16 schools at its April 29-30 meeting in Montreal.

The changes include elimination of sequence accreditation and clarification of the so-called "75-25 rule" on the recommended ratio of liberal arts and sciences to journalism courses [presstime, April 1984, p. 20]. Final action will be taken by the council at its Oct. 20-21 meeting in Chicago.

Among the schools granted full accreditation were five whose journalism programs and/or sequences were given provisional or probationary accreditation last year: American University, Ohio State University, San Jose State University, Temple University, and Washington and Lee University.

Three schools were granted provisional or probationary accreditation this year: Northern Illinois University, Oklahoma State University and the University of Nevada at Reno. Eight other schools received full accreditation, including three not previously accredited, bringing the number of accredited schools to 84.

Supreme Court libel ruling favors press

In a victory for the press, the U.S. Supreme Court ruled 6-3 that appellate courts "must exercise independent judgment" in determining whether there has been actual malice in libel cases.

Appellate courts must not rely solely on a trial court's decision on the question of actual malice, the court held. The media often win cases on appeal after losing in the trial court.

Decided April 30, the Supreme Court case stemmed from an unfavorable May 1970 Consumer Reports review of loudspeakers manufactured by Bose Corp. Contending that the review was erroneous and disparaging, Bose had prevailed in a U.S. District Court, which awarded $210,000 in damages [presstime, Oct. 1983, p. 12].

Satellite delivery of advertising on horizon

Plans were revealed in Montreal for a new service that will deliver national advertising to U.S. newspapers via satellite. Called AD/SAT, the service is planned for start-up in 1986 after a six- to nine-month field "demonstration" involving 11 newspapers in nine major markets.

AD/SAT will be operated by a new company formed by Robert Wold Co. Inc., which markets use of satellite transponders, and Mitsui & Co. (U.S.A.) Inc., a Japan-based firm. AD/SAT stems from an earlier newspaper-business proposal called SAT-FAX. Under the AD/SAT system, newspapers will receive camera-ready ad facsimiles via existing Associated Press satellite dishes.

Cost to newspapers will be at least $20,000 per year—a $7,500 participation fee and a minimum reception charge of $12,500 for the minimum 500 receptions at $25 each. Cost to advertisers or agencies to send one ad will be $15 per newspaper, with a minimum charge of $150 for each ad of a particular size.

Introducing AD/SAT are (from left) Tai Koyama of Mitsui & Co. Inc., Robert N. Wold of the Wold Co. and consultant N.S. Hayden.

More UNESCO monitoring urged

The World Press Freedom Committee's role in monitoring UNESCO must be intensified should the United States withdraw from that international body, the WPFC was told at its biennial meeting in Montreal April 29.

Concerns about press freedoms in Africa and Latin America and at UNESCO, where some proposals continue to call for licensing of journalists, mean the WPFC must maintain vigilance, even though expenses of the monitoring are depleting funds, said committee Chairman Harold W. Andersen, president of the Omaha World-Herald Co. "We've been living on pledges made three years ago," said Andersen. "We will be seeking some new three-year (financial) commitments" from Free World newspapers and broadcasters. Andersen and other WPFC officers were re-elected for two-year terms.

Two ways to win a Pulitzer Prize.

With a team of journalists whose commitment to excellence reads in every line.

The Pulitzer Prize gold medal for meritorious public service has been awarded to The Times for its 27-part series on the Latinos of Southern California — a series that stretched beyond the stereotypes of race and culture to look into the past, present and possible future of this diverse ethnic community.

In gathering information through some 1,000 interviews, the journalists who shaped, wrote, edited and illustrated this project were directed by a single, but far-reaching, goal. To take readers into the hearts and minds of these people, whose role in Southern California life is such a vital force.

It was, indeed, a special kind of journalism.

The team that made it happen

Deputy Managing Editor:
Noel Greenwood
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Frank Sotomayor
Staff writers:
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Virginia Escalante
Marita Hernandez
Al Martinez
Robert Montemayor
Julio Moran
George Ramos
David Reyes
Nancy Rivera
Louis Sahagun
Frank Sotomayor
Victor Valle
Juan Vasquez
Primary photographers:
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Rick Corrales
Contributing photographers:
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Aurelio Jose Barrera
Patrick Downs
Christine Cotter
Thomas Kelsey
Layout coordinator:
Terry Schwadron
Illustrators:
Tom Trapnell
Steve Lopez
Special research:
Times Poll staff
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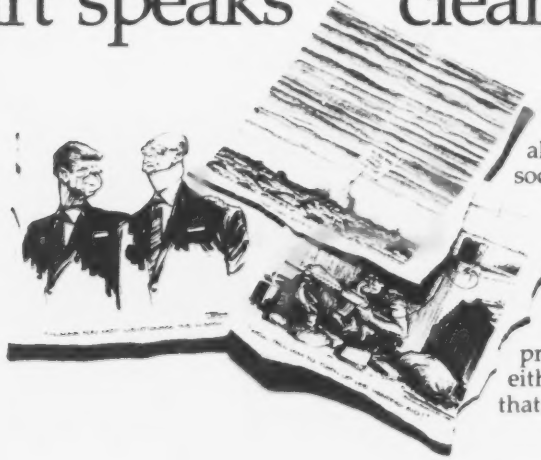
And an editorial cartoonist whose art speaks clearly for itself.



Paul Conrad often draws fire from readers' souls. He can be sarcastic. He can be biting. He can also be witty and amusing. But he always makes a statement — a political or social comment that's hard to ignore.

It's those convictions, expressed so strongly and so eloquently, that are so often credited with ruining the breakfasts of — or making the day for — our readers.

The judges who this year awarded Conrad his third Pulitzer Prize for editorial cartooning probably didn't side with Conrad on all the issues either. On one thing, however, they did concur — that, in 1983, Conrad was the very best.

Los Angeles Times

A special kind of journalism.

Label issue detached from rate case

The Postal Rate Commission said that it will not consider ANPA's proposal for a separate five-cent charge for detached labels.

Commission Chairman Janet D. Steiger said April 24 at the start of another day of hearings in the long postal rate proceeding that the proposal is too complicated and would take too long to deal with in the current case.

"In order to ensure that we can complete our recommendation [on new rates to the postal Board of Governors] in timely fashion . . . we can't consider this matter, complex as it is," Steiger said.

ANPA had recommended a third-class rate package that included a five-cent-per-piece charge for use of detached labels to accompany unaddressed "marriage mail" packages of advertising circulars. There currently is no such extra charge for their use.

Steiger ordered that all ANPA written testimony on the proposed five-cent detached-label rate be stricken from the record. The Association argued against that order saying the information could be used in conjunction with a separate detached-label petition it has before the commission.

But Steiger said the commission has the discretion to either accept or turn down for rate-case consideration any proposal for establishing a new mail classification—a change she thinks the five-cent detached-label proposal would require. The commission April 18 turned down another mail classification proposal, one from Advo-System Inc., that would have allowed low-cost, blanket delivery of certain unaddressed, third-class pieces [presstime, April 1984, p. 42].

Moments after the detached-label ruling was made April 24, an ANPA consultant, Massachusetts economist Sharon L. Chown, took the stand to be cross-examined about the rate case.

Chown, executive vice president and co-founder of Industrial Economics Inc. of Cambridge, explained the Association's proposal that a new third-class rate structure be created, based on per-piece and per-pound rates—similar to that of second-class. Third-class rates currently are based only on weight consideration for pieces weighing more than 3.91 ounces.

Responding to questions from five other parties involved in the proceeding, Chown said third-class mail's "unit cost contribution" to overall postal operations falls short of an equitable amount, while first-class pays more than its fair share. To compound this situation, third-class service has improved, she added, saying this has caused the value of third-class to increase in relation to first-class.

Chown outlined three steps toward setting "fair and equitable" rates.

One is to ascertain how much it costs USPS to provide a specific service.

The second is to treat the same types of mail in similar fashion—what she called "equal treatment of equals." It was a reference to ANPA's position that detached labels, like the postcards they resemble, should carry a separate charge.

The third is to decide on the unscientific, judgmental questions that are ever-present when deciding how much each class of mail should pay. One consideration is the social and cultural impact of mailed material, such as the news content of newspapers.

In other postal developments:

- At the request of the Postal Service, the rate commission April 9 suspended proceedings in ANPA's detached-label petition for 30 days. The purpose of the delay was to discuss a possible settlement of the issue. Talks began April 25.
- The Postal Service, saying detached labels "facilitate handling and delivering awkward-sized mailing pieces," extended the option of using the labels to second-class mailers. For publications to qualify for use, however, they must be considered "saturation" mailings; that is, the mail pieces must be sent to at least 75 percent of all addresses in a carrier route or 90 percent of the residential addresses, whichever is less. ANPA said the option would affect very few, if any, newspapers.
- USPS and the American Postal Workers Union April 24 began wage negotiations amid talks of a possible strike. In an unprecedented move, the Board of Governors said April 3 that "as a general proposition, the compensation and benefits paid Postal Service employees exceed the compensation and benefits paid for comparable levels of work in the private sector." The board directed postal management "to seek correction of this situation."

—*C. David Rambo*

Free paper said entitled to 2nd-class

A U.S. District Court judge in Tennessee has ruled that a free-circulation newspaper should be allowed to take advantage of favorable rates, reliable service and other benefits of in-county second-class mail.

The suit was filed against postal officials by The Enterprise, a 16,289-circulation free weekly that wanted to be "on a competitive basis with our fellow newspapers and have competitive access to the mails," according to Publisher Ron Bailey. His paper is published in Winchester, Tenn., about 50 miles west of Chattanooga.

Judge Thomas G. Hull sided with The Enterprise and entered a summary judgment in its favor. He said postal rules prohibiting the free-circulation newspaper from taking advantage of second-class benefits violate the First and Fifth Amendments.

Hull overturned parts of the U.S. Postal Service's Domestic Mail Manual requiring, among other things, that the publication has a "legitimate list of subscribers who have paid or promised to pay" for the publication to receive second-class rates.

"The regulations might well work to stifle the dissemination, through the mails, of different points of view and opinions," Hull said in his March 21 order. "The private publication of newspapers espousing divergent political views is a highly prized First Amendment freedom which should not be burdened by arbitrary postal regulations.

"In addition, the challenged regulations do appear to create two arbitrary classifications of newspapers and accord them unequal treatment."

Parties in the case had until May 1 to file responses to Hull's order. A matter yet to be settled was how much in damages should be awarded to the plaintiff.

The Postal Service said it will defend its paid-subscriber rule by asking Hull to reconsider his decision.

Bailey said it costs about $60,000 a year more to mail The Enterprise, a broadsheet founded in November 1982, by third-class than by in-county second-class.

Hull's order is consistent with changes once proposed by the Postal Service but dropped two years ago after objections from ANPA that the moves would violate the historic intent of second-class mail [presstime, April 1982, p. 15]. □

Sunday magazines pool efforts

A scramble is on to capture more national advertising for Sunday magazine supplements.

For the first time in their history, the two nationally distributed magazine supplements, Parade and Family Weekly, are joining forces to sell advertising in both as a package.

Meanwhile, Metropolitan Sunday Newspapers—representing Sunday Magazine Network, a group of 56 locally edited magazine supplements produced by individual newspapers in large U.S. cities—has just completed a $1-million campaign to lure advertisers.

And while the two groups vie with each other for big national accounts, realizing that it may be months before any major shifts by advertisers occur, they both make the pitch that Sunday is an excellent time to advertise and that newspapers are the most effective way to reach people at home [presstime, Oct. 1983, p. 49].

Of the national supplements, Family Weekly is distributed by more newspapers—366 to Parade's 132. But Parade and the 56-magazine network each reach almost twice the audience—48 million, compared with 25 million for Family Weekly.

Combined, the two national giants and the network cover most of the Sunday newspaper market. However, with some overlap, they serve a somewhat different audience. Most of the 56 independent magazines are in the 50 largest U.S. metropolitan areas. Parade is distributed in large and medium-size markets, while Family Weekly is strong in middle- and smaller-size communities.

During the last week of March, the publishers of both national magazines, Carlo Vittorini for Parade and Patrick Linskey for Family Weekly, made their first personal sales pitch for combined advertising to the auto industry in Detroit.

The second phase of their collaboration is planned for the fall or early next year: selling a poster-size ad equal to four regular pages of advertising, which will be folded into both magazines and will include coupons.

Describing the new ad as "a spectacular gatefold . . . a blockbuster . . . the biggest unit in print," Linskey says it is specifically designed to attract promotional coupons. Advertisers using coupons have been leaving the Sunday magazine market increasingly for free-standing newspaper inserts or other magazines. The ads, says Vittorini, "will be built around an advertising theme, which would attract multiple advertisers."

The network, meanwhile, ran the last of its of 114 promotional ads in April, a series which began with a three-page spread in Advertising Age last October.

Concentrated in The New York Times, the Chicago Tribune and the trade press, the ads claim the 56 local magazine supplements in the top markets are read by a high concentration of the upscale audience advertisers most want to reach: 54 percent of American households with incomes over $35,000 and 62 percent of those over $50,000, 55 percent of all who spent more than $101 a week on groceries, 61 percent of those who took three or more domestic flights, and 62 percent of all who took a cruise in 1982, according to Simmons Market Research Bureau.

In addition to competing against one another, both groups are selling the concept that Sunday is what Edward J. Hundt, Metro Sunday's advertising sales director, calls the "prime time of print advertising."

According to a Scarborough Research Corp. study commissioned by the network, 75 percent of the newspaper audience report they read four out of the previous four issues of their Sunday magazine. And, Hundt tells advertisers, "on Sunday morning people have the time and the tranquility not only to read your advertising, but also to think about it and make purchasing decisions."

The national magazines push raw numbers as their primary appeal to advertisers—a combined readership of a staggering 73 million in nearly 500 cities, only five of which have overlap due to circulation of both supplements. The network's magazines, on the other hand, stress the particularly high readership of locally edited stories of local interest in the nation's largest cities.

Advertisers, through the network, can buy space in all 56 papers [at a discount] or select any combination of cities they want.

—*Marcia Ruth*

Ink from 24 papers found tainted

Tests conducted by ANPA have revealed that yellow ink used by 24 newspapers contained a form of the toxic chemical PCB in levels exceeding Environmental Protection Agency limits.

This includes the disclosure in mid-March by the San Jose (Calif.) Mercury News that it had discovered concentrations of dichlorobiphenyl, a form of PCB, in yellow ink beyond the allowable 50 parts per million [presstime, April 1984, p. 38].

Magruder Color Co. of Elizabeth, N.J., has been identified as the supplier of the yellow pigment in all of the instances in which the ink manufacturers would divulge the information.

At press time, no cases of occupational disease due to the tainted ink had been reported. The ink companies involved had recovered the suspect ink, and the pigment supplier had instituted new procedures to guard against recurrence.

A toxicology consulting firm engaged by ANPA determined that no studies exist on the particular isomer found in the yellow ink. Nevertheless, based on information available on other dichlorobiphenyls, the consultants concluded there should be no ill effects on employees at the 24 newspapers involved as long as good hygiene practices are used.

Levels of dichlorobiphenyl higher than 50 ppms were found in about one out of 10 samples submitted to ANPA by newspapers in late March and early April, according to George R. Cashau, ANPA director/technical research. He said the rate dropped to about one of 20 in samples submitted later. By late April, the Association had tested nearly 300 samples.

In notifying newspapers of the results of the tests, ANPA learned that the two California ink manufacturers that served the Mercury News are not the only ones to have supplied newspapers with suspect ink. Three other suppliers whose ANPA-tested samples showed PCBs above 50 ppm were J.M. Huber Corp. of Edison, N.J.; Morrison Printing Ink Co. of Cleveland; and Northern Printing Ink Corp. of Minneapolis.

Spokesmen for Huber and Morrison said company-commissioned tests confirmed PCB concentrations above 50 ppms in some ink samples.

Magruder spokeswoman Joan Allen said she did not know how many ink manufacturers got the contaminated pigment. She said the two California manufacturers, Cal/Ink in Berkeley and United States Printing Ink in San Leandro, were the largest.

Meanwhile, investigations into the Mercury News incident by the EPA and the California Division of Occupational Safety and Health are continuing.

Also in the works is a new EPA regulation governing inadvertently generated PCBs. PCBs in printing ink fit that definition because they are generated as a byproduct of the pigment-manufacturing process. The new regulation is scheduled to be issued in mid-1984.

As proposed by the agency last December, the regulation would limit inadvertently generated PCBs in products to a 25 ppm annual average with a maximum of 50 ppm at any given time. But five times as much dichlorobiphenyl—the type of PCB found in the ink—would be allowed, i.e., 125 to 250 ppm.

EPA explained that there is evidence that dichlorinated biphenyls are less persistent than some other forms of PCB in the environment and are not found in fatty tissue, one place where PCBs may be stored in the body.

"It is estimated that the risks associated with the vast majority of these worst-case exposure scenarios are of minimal significance," EPA said. □

Ad substantiation rule recommended

The chairman of the Federal Trade Commission has recommended that the agency adopt a policy on advertising substantiation that focuses enforcement efforts on individual companies rather than whole industries.

Chairman James C. Miller III recommended that the commission continue its recent practice of asking companies for evidence backing up advertising claims that are suspect, rather than sending requests for substantiation to large segments of an entire industry where some questionable advertising exists. The latter procedure, so-called industry-wide "rounds," had previously been used by the commission. □

Provisions of tax bills weighed

Major tax bills with provisions of interest to newspapers are heading toward a House-Senate conference in early May.

The bill passed by the Senate April 13 would allow private foundations to retain "excess business holdings" if they meet certain tests. It also would repeal, as advocated by the newspaper industry, the so-called "generation-skipping transfer tax" —a tax on transfers of assets to generations other than the next.

The companion bill that passed the House two days earlier does not have similar provisions. However, it does contain one section that is anathema to family-owned newspapers: a delay in the scheduled reduction of the maximum estate tax rate.

Following passage of the Senate bill, representatives of two private foundations that own daily newspapers said it would allow the foundations to keep their newspapers: the Houston Chronicle, owned by The Houston Endowment Inc.; and the Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times, owned by the Public Welfare Foundation Inc.

A 1969 law limited foundations to between 20 and 35 percent ownership of any business and set various divestiture deadlines based on the particular ownership percentages of a given foundation. Thus the Houston Endowment and the Public Welfare Foundation are under a 1989 deadline to divest 50 percent of their newspaper holdings.

The Day Trust, which owns The Day of New London, Conn., had been classified by the Internal Revenue Service as a private foundation but recently won a court challenge to that classification. (See story, next page.)

Repeal of the generation-skipping tax, enacted in 1976, had been urged by the newspaper business' Tax Law Action Group [presstime, Aug. 1983, p. 11]. TLAG Chairman Cecil B. Highland Jr., president and general manager of the Clarksburg (W.Va.) Publishing Co., said in April the impact of this provision on federal revenues would be "slight."

While calling the Senate's action on the repealer "good news," Highland said the estate tax provision in the House tax bill "goes in the wrong direction." □

IRS appeals ruling on tax exemption for Day Trust

The Internal Revenue Service has asked a federal judge to reconsider his decision to exempt The Day Trust from federal tax laws governing private foundations.

Judge Jose A. Cabranes ruled in late March that the trust is exempt from the rules—which, among other things, limit business holdings—because it is not an "exclusively charitable" trust.

On April 6, however, the IRS sought reconsideration. A hearing is scheduled for May 14 on the government's request. The IRS also could appeal the decision to a federal appeals court.

If the decision is reversed, the trust would be required to divest 50 percent of The Day, a 37,232-circulation evening daily in New London, Conn., by 1989.

The IRS ruled in 1979 that the trust, established in the will of Day-owner Theodore Bodenwein, who died in 1939, became exclusively charitable when Bodenwein's last heir died in 1978.

The trustees challenged the IRS determination and argued that the trust remains a "split-interest" trust because the newspaper is a beneficiary, along with local governments and charities.

Cabranes agreed with the trustees and also said the trust was not exclusively charitable because Bodenwein stipulated that local governments may benefit from the trust.

The news of Cabranes' decision was greeted by "a great cheer" in the newsroom of The Day, reported Deane C. Avery, co-publisher, editor and trustee. "It had been kind of a cloud that had been hanging over us since 1979."

FOI exemption gets panel OK

A House committee April 11 approved an amended version of a Senate-passed bill to exempt some CIA "operational" files from the search and review requirements of the Freedom of Information Act.

One of the amendments by the Permanent Select Committee on Intelligence strengthened the ability of the courts to review files the CIA designates as exempt. ANPA had asked the committee to take such action [presstime, March 1984, p. 30]. The bill also requires approval by the Government Operations Committee.

Times Mirror ponders its loss in Hartford cross-ownership case

Following a decision against it by the Connecticut Supreme Court, the Times Mirror Co. is examining what avenue to pursue next in its four-year-old fight to retain both its newspaper and cable-TV properties in the state.

The court March 27 held that the state Department of Public Utility Control can revoke Times Mirror's two Hartford-area cable TV franchises unless the company divests itself of The Hartford Courant. The company may appeal to the U.S. Supreme Court, a Times Mirror spokesman said.

The decision reverses a January 1983 Superior Court decision holding that the DPUC's 1980 order was invalid because state regulation of newspaper/cable cross-ownership was pre-empted by the Federal Communications Commission. That agency in 1975 decided to postpone any final rule-making on the issue "until such time as we find abusive trends developing or have more conclusive information as to the potential harms that may be involved."

In its opinion, written by Justice Ellen A. Peters, the Connecticut Supreme Court referred to the FCC's decision and concluded "there is no persuasive evidence that the FCC intended, by its own deferment of regulation of cable-newspaper cross-ownership, to preclude local consideration of such cross-ownership in the award or in the revocation of a cable franchise."

If Times Mirror does not appeal to the U.S. Supreme Court, the case will go back to the Superior Court for further proceedings on other issues not decided by that court. These issues include Times Mirror's contention that the DPUC order violates the company's First Amendment rights.

TELECOMMUNICATIONS NOTES

• A.H. Belo Corp. of Dallas, publisher of The Dallas Morning News, **sold its cable television system** in Clarksville, Tenn., for $13.3 million to help finance the purchase of six broadcast television stations.

Belo's acquisition of Dun & Bradstreet's Corinthian Broadcasting Group for $606 million was called the largest purchase of broadcast stations ever made when the purchase agreement was announced last year [presstime, Aug. 1983, p. 13].

• The Omaha World-Herald Co. **discontinued its cable news and advertising operation** March 15 because two of the original three services it offered in cooperation with other companies were curtailed. At the time it was discontinued, the World-Herald cable subsidiary was operating a scrolling text service with video news and advertising inserts. It was unable to find a market for that remaining service, according to John Gottschalk, vice president for general administration of the World-Herald Co.

• On the other hand, Lite Newspapers, a group of two paid and one free circulation semi-weekly newspapers in the Chicago suburbs, April 17 **expanded its cable text operation** to a third cable system.

The service, begun in 1982, billed $17,000 in advertising last year and is breaking even, said Larry K. Randa, the firm's director of telecommunications.

• **Dennis R. Patrick** was confirmed March 30 by the Senate as a member of the Federal Communications Commission. A Republican, Patrick was sworn in last December when he was given a "recess appointment" to the post.

• The FCC March 29 eased its **media ownership definition** by increasing the degree of ownership of a newspaper, broadcast or cable TV property that triggers multiple- and cross-ownership restrictions.

The new "attribution" rules define ownership as the holding of 5 percent or more of a company's voting stock regardless of the size of the company.

Previously, the level was 1 percent or more of the voting stock of a company with more than 50 stockholders, and any voting ownership in a company with 50 or fewer stockholders. The commission also raised the level for passive ownership [by mutual funds, insurance companies and bank trust departments] from 5 to 10 percent.

• The FCC April 11 adopted a **lottery system for awarding cellular radio** construction permits in markets below the top 30 [presstime, Nov. 1983, p. 22]. Comparative hearings will continue to be used for the 30 largest markets.

Readers now want hard news, new Clark study says

Five years ago, researcher Ruth Clark reported to the American Society of Newspaper Editors that American newspaper readers wanted less news about the world and more about themselves. "Changing Needs of Changing Readers" also reported readers felt alienated from newspapers.

Her second such study, to be released at ASNE's annual convention May 9, paints almost the opposite picture.

Ruth Clark

"Then it was *me, my life, my problems, my environment*; now it is *news, facts, basic information*" the public wants out of newspapers, she says in the report.

The new study, "Relating to Readers in the '80s," concludes that the public wants hard news, and though some question whether papers are fair or biased, people by and large think newspapers are "indispensable" for their lives.

Moreover, says Clark, in the five years since the first report, readers have redefined the "social contract" between themselves and newspapers. In 1979, she wrote, the public believed it was the responsibility of newspapers to deliver the news, but there was no obligation on the part of the readers to digest it. Now she sees an increased sense of responsibility on the part of readers to understand the world in which they live—and hence, to read newspapers.

Five years ago, her study saw readers as demanding that papers "help me cope" by providing more local news and personal columns. Now it's "give me the facts, I'll cope," she says, as readers demand more raw information on such topics as business, consumer news, health, the environment and the family.

The 1979 study, which the ASNE Readership and Research Committee called "the most widely read and used of any newspaper research in our memory," is credited with convincing papers to lean more toward features than hard news. The new study will also be "very significant" and "is going to be much used and much talked about," says current committee Chairman Robert M. Stiff, editor of the Evening Independent of St. Petersburg.

Both studies were sponsored by ASNE. The first was supported by the National Readership Project. The second was funded through a $78,500 grant from United Press International [presstime, Oct. 1983, p. 33] and will be distributed by ASNE. Although both studies addressed similar issues, the two are based on different types of research.

The 1979 study, with more limited funding, was based only on "focus group" interviews, where clusters of people met with researchers to discuss newspapers, then met with editors and reporters. The 1984 study began with "qualitative" interviews like those of 1979 to develop trends and questions. However, the final report was based on what Clark's firm, Clark, Martire & Bartolomeo Inc., termed a "national, projectable telephone sample" of 1,202 U.S. residents 18 and older.

While some of the differences in the two studies have been attributed to the different methodology, the study concludes that the shift in public attitudes toward the press "is based on changes in the social environment, on a reassessment of social values, and on the new realism of the current decade."

"The years of recession, inflation and unemployment along with a growing awareness of the danger of nuclear war, have transformed what used to be a narrowly self-involved audience into a far more sophisticated cosmopolitan group," the report says.

Readers said they want papers of all sizes to be "complete," containing a range of international, national and local news, and they want detail. Eighty percent of readers, according to the report, rely on newspapers to flesh out the brief introduction to events they get from television news.

Compared with results of the 1979 study, a less pronounced "gender gap" was indicated in the new one, with less of a difference in what men and women want from their newspapers.

Distrust of editors, prominent in 1979, also has lessened, the study found. Two out of three readers who expressed an opinion disagreed with the statement that editors are more interested in pleasing other editors than readers, and a whopping 88 percent said they believe their local paper "really cares about the community."

This allegiance, however, was shown to be stronger for familiar papers than for the industry as a whole. While 84 percent said their own paper was usually accurate, only 53 percent said newspapers as a whole were accurate.

On the negative side, the report says that "if there is a gap between newspapers and the public, it is on the fairness issue."

More than half [58 percent] said they do not believe newspapers in general are usually fair. By "fair," the report says, people mean not just free from bias, but whether papers devote enough space to certain groups. For example, about 80 percent said papers treat young people, working women and minority groups fairly, but members of these groups feel they are not getting enough coverage.

"The bottom line is that people perceive newspapers as unfair not so much because of what they print as because of *how much* they print about a particular subject or constituency," the report states.

"The single biggest negative attributed to local newspapers" was that "when people talk about the paper they read most often, 42 percent say they think it tries to manipulate public opinion."

Compared to television, newspapers fare better on the issue of "sensationalism," which bothered about seven in 10 readers in 1979. Now 52 percent believe newspapers sensationalize the news, compared with 81 percent who attribute this fault to television, reports Clark. "But 52 percent is still far too many critics for comfort," she warns.

Continuing a trend picked up in the 1979 report, 55 percent of readers said they want more information about reporters and editors, and 40 percent showed an interest in newspapers' technology.

Along with copies of the report, ASNE is distributing questionnaires like those used in the survey. "My hope is that people will take this back home and then do their own research, ask the same questions in their own communities," said committee chairman Stiff. —*Marcia Ruth*

Too much 'bad news' may hurt newspapers

BY GUIDO H. STEMPEL III

Carrying too much bad news may hurt a newspaper's image with its readers. That's the conclusion of a study by Jack B. Haskins of the University of Tennessee School of Journalism, reported in ANPA News Research Report No. 40.

Guido H. Stempel III

The study was an experiment in which Haskins created five versions of a fictional newspaper that varied in the proportions of good and bad news. Subjects for the experiment were freshmen at the University of Tennessee. Each subject saw one of the five versions of the paper and then evaluated it on 16 scales.

The paper with the highest proportion of bad news was seen as less trustworthy, more biased and not a good influence on the community. It also was seen as not effective as a community watchdog and not the kind of paper to which respondents would like to subscribe. Its editors and reporters were seen as less competent than editors and reporters of the papers with less negative news.

Such an experimental study, of course, needs to be confirmed with studies of actual newspapers. However, the findings here are so conclusive that they should serve as a warning to any newspaper that is tempted to emphasize bad news in the hope of gaining circulation. The gains, if any, are likely to be short-lived.

• • •

An analysis of 48 proprietary studies from 34 markets shows that persons who subscribe to newspapers also use other media more and have a stronger orientation to news than do non-subscribers. These findings are reported in ANPA News Research Report No. 39 by Edna Einsiedel of Syracuse University.

The 48 studies were the only ones from the more than 200 the former ANPA News Research Center at Syracuse had acquired that contained data comparing subscribers and non-subscribers.

Einsiedel also found that most studies indicate that subscribers are older than non-subscribers and have higher incomes and more education. Subscribers are also more likely than non-subscribers to own their own homes and be married. Part of the reason they subscribe apparently is their interest and participation in politics.

Einsiedel pointed out that there is a need to go beyond demographics because while they tell you what subscribers are like, they don't tell you why people subscribe to a newspaper. On the latter point, she found very little data in the studies.

• • •

Some standard ways newspapers abbreviate wire-service names, states and political parties may lessen reader comprehension of news stories. That's the finding of a study by Ron F. Smith of the Department of Communication at the University of Central Florida and Peter Voelz of the Department of Journalism at Eastern Illinois University.

Subjects in their experiment were students in classes other than journalism. The researchers prepared two versions of a news story. One used the traditional wire-service dateline, abbreviated names of states and political parties, and used words and numerals for large figures. The other version replaced the dateline with "By the Associated Press," mentioned the location in the body of the story, spelled out names of states and political parties, and used only numerals for large figures.

Each subject read one version of the story and then was given a 10-item test on information in the story. A higher percentage of those who saw the second version of the story remembered the location, state, political party and dollar amount.

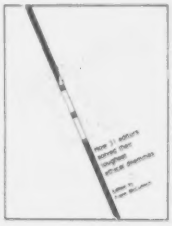
This study is reported in the Winter 1983 Journalism Quarterly. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

How editors handle ethical dilemmas

How 31 newspaper editors solved their toughest ethical dilemmas is presented in *Drawing the Line*.

The book, edited by Frank McCulloch, executive editor of McClatchy Newspapers, was a joint project of the American Society of Newspaper Editors Ethics Committee, ASNE Foundation and the Poynter Institute for Media Studies.



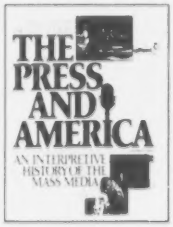
Subjects covered in the seven sections of this book include the boundaries of privacy, the case for compassion and restraint in coverage under a variety of modern-day circumstances, and attribution to unnamed sources.

Arthur L. Caplan, associate for the humanities at The Hastings Center in Hastings, N.Y., writes in the afterword that there is no "simple moral rule of thumb" to follow when confronted with the cited cases of ethical questions.

The 98-page, soft-cover book is available for $4.95 from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041.

Standard text again updated

The Press and America, first published in 1954, has been updated again. The fifth edition of this standard text, subtitled "An Interpretive History of the Mass Media," involved major reworking of the second half of the 774-page book, including a section on new communications technologies.



The revision was the first since 1978 for authors Edwin Emery, professor of journalism and mass communications at the University of Minnesota, and his son, Michael Emery, professor of journalism at California State University, Northridge.

In addition to discussion of early communications history, the authors cover contemporary issues and profile media personalities such as Katharine Graham, Tom Wolfe, Connie Chung, Rupert Murdoch and Ted Turner.

The hard-cover book is available for $25.95 from Prentice-Hall Inc., Englewood Cliffs, N.J. 07632. □

Wall Street Journal column under SEC scrutiny

The Wall Street Journal is cooperating with a federal investigation into one of its reporter's activities, as once again a prominent daily newspaper has become the center of national attention because of alleged unethical conduct by a writer.

The Securities and Exchange Commission is investigating allegations that a Journal writer leaked information affecting the price of stocks before the information was published.

R. Foster Winans, 35, a writer for the "Heard on the Street" column, admitted leaking unpublished information over the past year, according to the Journal. The information was from both his and other reporters' research for the column, a special daily feature on developments that might cause a particular stock to rise or fall. Winans was fired March 28.

No other Journal reporters or editors are suspected of leaking information, according to the Journal.

Lawrence A. Armour, corporate relations director of Dow Jones & Co. Inc., parent firm of the Journal, said the company has a four-page set of guidelines that seek to prevent conflicts of interests by staff members regarding topics about which they are writing.

Armour said the company regularly stresses to its employees the importance of maintaining rigid standards about the sensitive nature of their work. In fact, he said, a memorandum to that effect was distributed to all employees in late February, shortly before Winans' activities came to light.

Journal executives also said the newspaper makes a special effort to prevent release of information contained in a "Heard" column before publication. For example, the column is not set into type until shortly before deadline.

Warren H. Phillips, chairman of Dow Jones, said the company is "saddened and shocked by this betrayal of trust." He added, "When an individual breaks faith and casts a blot on the paper's reputation, it can only inspire a deep sense of hurt and outrage among all who have labored so hard to build that reputation."

Armour said the Journal is reviewing its employee policies in the wake of the scandal.

However, he added, "We really feel that there's nothing wrong with our policies. If [a reporter] wants to betray you, if he wants to violate the trust, he can. . . . It's impossible to police everyone."

The SEC examination includes at least several brokers and the trading of stocks of at least 21 companies, according to the Journal, which published detailed information obtained in its own investigation of the matter.

The Winans incident came about three years after The Washington Post was embarrassed by a reporter's fabrication of a story on "Jimmy," a fictional 8-year-old heroin addict. Shortly thereafter, three other well-known publications—The New York Times, the New York Daily News and The Village Voice—also encountered questions about the veracity of some articles.

Is Mobil Oil practicing what it preaches?

Mobil Oil Corp., noted for its outspoken corporate criticism of the press, itself has been charged with unfair reporting in a recent paid "advertorial" on libel cases.

Mobil, quoting the Libel Defense Resource Center, said in an "Observations" advertisement appearing in Parade magazine March 11 that "85 percent of the media libel cases since 1980 have resulted in jury verdicts against the press and television media."

LDRC data show that the "great majority of media libel cases are won by the media," according to Henry R. Kaufman, general counsel of the non-profit resource center. "The 85-percent loss figure . . . involves only the very small portion of libel cases that actually go to trial before a jury." Most libel cases never go to trial, he explained.

Kaufman received a copy of the advertisement before it was published and immediately stated his objections in a letter to Mobil. He urged Mobil to revise the ad to reflect the LDRC information.

Mobil refused to change the copy, saying it did not misstate the study's findings. "We're aware of what his claims are, but we just don't agree," said James A. Randall, senior staff advisor for corporate public relations who wrote the ad.

Kaufman of LDRC said although the point in question is a "modest" one, "the delicious irony of the situation" is that Mobil itself has been very outspoken about the press's alleged distortion of facts to prove a viewpoint.

'Shoe'

By Jeff MacNelly

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Girl carrier, 12, found slain in third incident in year

For the third time in just over a year, a young person has been slain in the United States while performing duties as a newspaper carrier.

In the latest incident, a 12-year old carrier for The Evening Press of Binghamton, N.Y., was found strangled March 27, one day after she disappeared while collecting from customers on her neighborhood paper route.

Cheri Lindsey

Charged with the murder of Cheri Lindsey was the adult carrier who previously had the route and trained her in delivering papers. James B. Wales, 36, one of Lindsey's subscribers who lived just a few blocks away, was arraigned in Broome County Court April 10 on three counts of second-degree murder, two counts of first-degree rape, and one count each of second-degree rape and first-degree assault. Wales pleaded innocent.

The victim, daughter of a Binghamton police sergeant, was reported missing after she did not return from collecting from subscribers March 26. Her body was found the following evening in Wales' basement when police made a house-to-house search of the 36 homes on her route.

When Lindsey was first reported missing, the Binghamton Press Co., publisher of The Evening Press and its morning sister paper, The Sun-Bulletin, offered a $1,000 reward for information regarding the girl's disappearance, and a local store contributed $500.

The original reward has now grown to a $13,000 memorial fund, which Publisher Susan Clark-Jackson said would be used according to the wishes of the Lindsey family.

In the earlier incidents [presstime, Oct. 1983, p. 19]:

• Christopher Gruhn, 14, was stabbed to death while delivering Newsday on Long Island, N.Y., March 20, 1983. Like Cheri Lindsey's accused murderer, an 18-year old man who was convicted in Nassau County court April 12 of murdering Christopher Gruhn lived in the victim's neighborhood.

• Danny Joe Eberle, 13, was found dead of stab wounds Sept. 21, 1983, after being reported missing from his Bellevue, Neb., delivery route for the Omaha World-Herald three days earlier. A suspect in the killing was arrested in January and is scheduled for trial early this summer; the man, who is also accused of killing another boy [not a news carrier] from the area two months later, is not known to have been acquainted with the victims.

In another case involving a carrier, a nationwide search is still underway for John Gosch, 12, who disappeared Sept. 5, 1982, while delivering the Sunday edition of The Des Moines Register.

All four incidents occurred in neighborhoods not considered to be dangerous.

None of the papers involved had experienced a similar incident, and all had programs where they warn carriers about strangers.

The Des Moines Register has added a safety program offering shelter to carriers who think they may be in danger. After approval by the police, families belonging to Homes Offering a Protective Environment display a black-and-white HOPE sticker on their houses so carriers will know where they can go for help. □

Carrier tax reporting rule still unclear

The newspaper business appears divided on whether newspapers should report to the Internal Revenue Service names of independent contract carriers and dealers who resell their papers.

Officials of ANPA and the International Circulation Managers Association said most newspapers appear to be following guidelines of the Tax Equity and Fiscal Responsibility Act of 1982. TEFRA requires, among other things, that businesses report the name, address and Social Security number of "direct sellers" who purchase more than $5,000 worth of consumer products in a year's time for resale [presstime, Dec. 1983, p. 39]. Filing deadline for tax year 1983 was Feb. 28, 1984, according to an IRS spokesman.

But some newspaper executives, pointing out that as yet there are no TEFRA rules specifically directed at newspapers, said they have not filed the information.

Roderick P. Young, public affairs officer of the Internal Revenue Service, said in April that whether newspapers are subject to the requirements is "not really clear yet. . . . This is something our attorneys are considering at the moment." He could not say when rules, if any, may be forthcoming.

Chester S. Rozak, director of accounting and budgets for The Courier-Journal and The Louisville Times, said his company filed the information about its approximately 2,500 independent contract carriers. It also filed the dollar amount of sales to those carriers.

Rozak said the company has revised its computer's software to signify when sales to individual carriers pass the $5,000 threshold. This system of "accumulating" sales facilitates reporting data to the IRS, he added.

Chester O. Henson, circulation director of The Muncie (Ind.) Evening Press, said his newspaper complied—and in the process lost some carriers who quit after information on them was reported to the government. It "scared them, I think," he said. □

Vending box pact

USA Today and four New York City-based dailies—the Daily News, the Post, the Times and The Wall Street Journal—have signed an agreement with the city specifying guidelines for placement of newspaper vending machines.

Under the signed agreement, which became effective March 1, the newspapers may install any number of boxes they like. However, there may be no more than three placed next to each other, and they may not be put in public parks. □

Model curriculum de-emphasizes sequences

Technological change will "push" schools of journalism away from programs with numerous sequences of study corresponding to different communications fields and toward more "generic" instruction.

That's one conclusion in a massive new report by the University of Oregon School of Journalism on the state of journalism and mass communication education today and in the future.

Everette E. Dennis

The report is based on findings of a two-year study directed by Oregon J-School Dean Everette E. Dennis and undertaken specifically to help Oregon devise a new curriculum. Nevertheless, it has been eagerly awaited in the journalism education fraternity as a possible curricula guide for schools far removed from Oregon.

While the study concludes that the sequential approach will give way to more generalized mass communication instruction, it says specialized training has its place—in a student's senior year and beyond. It also proposes that schools develop comprehensive competency exams for seniors.

The study's recommended "model curriculum" includes three different elements: "(1) courses aimed at training in skills/craft competencies necessary for communicators generally; (2) conceptual knowledge courses that present the field of mass communication and its most vital component parts; and (3) professional modules aimed at acquaintance with the nuances and requirements of specific professional fields and industries."

Some of the other conclusions contained in the report, and enumerated in the executive summary to the 315-page document, are that:

- The journalism and mass communication program should be "a freestanding professional school reporting to the highest level of university leadership, not subsumed in a liberal arts college structure unless that is the clear preference of a local institution."
- Undergraduate education, currently schools' highest priority, in the future "will be de-emphasized somewhat and . . . continuing education, especially mid-career programs, will be accorded more importance."
- "Students should get conceptual instruction in the impact and influence of communication technology in society as well as specific hands-on instruction in areas related to entry-level work," especially in the use of data bases.
- "There should be greater use of professionals in residence and short-term appointments and more opportunity for scholars with little professional experience to get greater exposure to industry experience."
- "A strong effort should be made to develop more service courses for general university students who are not majors in the journalism/mass communication fields."
- "The journalism/mass communication field needs a strategic plan nationally and a strategic plan on every campus if it is to escape its present state and begin to take its rightful place in American higher education."

The Oregon study was funded by a $65,000 grant from the Gannett Foundation and a $16,000 grant from the Northwest Area Foundation. It involved surveys of journalism educators and representatives of professional organizations as well as consultation with the National Task Force on the Future of Journalism and Mass Communication. The task force is an arm of the Association for Education in Journalism and Mass Communication, the national organization of journalism educators [presstime, Feb. 1984, p. 38].

Some J-schools already have begun restructuring their curricula along lines suggested in the study. Trinity University in San Antonio, for example, in April announced a new curriculum for its Department of Communication that, instead of dividing the department into industry categories such as broadcast and print journalism, advertising and public relations, creates four broad areas of study: media studies and theory, media management and research, media writing, and media production.

Moreover, a committee that studied journalism accreditation recently proposed a change in accrediting procedures to accommodate that kind of curriculum change. The standards revision committee of the Accrediting Council on Education in Journalism and Mass Communications has recommended doing away with sequence accredition in favor of accreditation of the journalism/mass communication unit as a whole [presstime, April 1984, p. 20].

—Margaret Genovese

A unique facility for scholars, journalists

The Gannett Foundation, with a pledge of $15 million, will establish and operate a media institute at Columbia University in New York City that will open later this year.

The Gannett Center for Media Studies, which will be the foundation's largest-ever operating program, will consist of:

- A research fellows program. About a dozen scholars and media professionals will be selected each year to spend varying amounts of time on campus researching such topics as "The ethics of journalism in the information age: What are they?"
- A technology laboratory. New and experimental communications equipment will be demonstrated and used to train educators and mid-career professionals.
- A continuing-education program. Open to journalism educators and professionals, it will include seminars and workshops on communications technology and the issues under study at the center.

The center was described by officials of the foundation as "the fulfillment of a dream of the foundation to encourage the elevation and advancement of the mass media through study beyond the graduate school level."

Judith D. Hines, vice president and director of ANPA Foundation, said the center's scope and its involvement of both scholars and journalism professionals in research projects are unique.

Although housed at Columbia in part of the first two floors of the Journalism Building, the center will have no connection with the university or its Graduate School of Journalism.

The center is expected to open this fall. Everette E. Dennis, dean of the School of Journalism at the University of Oregon, was named the center's director. Dennis, president of the Association for Education in Journalism and Mass Communication, recently directed the Project on the Future of Journalism and Mass Communication Education, which was partially funded by Gannett Foundation. (See story, this page.)

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We get stubborn when it comes to good ideas.

Like the complete publishing system for newspapers, magazines, and pre-press operations... an idea we're tackling with tenacity.

But it's more than an idea with us.

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A system that builds on the excellence of Atex Editorial and Advertising front-end systems and provides small, medium and large publishers with a hardware and software path to the future.

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Biggest-ever ANPA Exposition set for Atlanta in June

Having just completed the annual Convention in Montreal, executives of ANPA-member newspapers are turning their attention to the Association's trade show June 9-13 in Atlanta.

"Impact '84: Issues and Answers," the 56th annual ANPA Operations Management Conference & Exposition, is shaping up as another animated technological fair of expertise exchanging, megabuck marketing and product perusing.

Past conference programs and equipment expositions seemed to reflect newspapers' concerns of the moment—telecommunications, for example, or electronic page layout or new press technology.

This year, both in sessions and in the booths on the floor of the mammoth Georgia World Congress Center, the event will spotlight solutions to problems of quality control in color reproduction (particularly in the preprint area) and of distribution systems.

While the 200 or so vendors are still putting the finishing touches on their booths, which are expected to take up a record 241,000 square feet of exhibit space, a presstime survey shows that attendees can expect to see numerous "live" demonstrations as well as static displays of new equipment in Atlanta. Many have been categorized and alphabetized here for reader convenience.

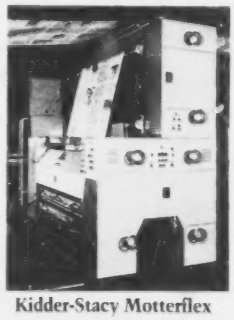
'Looks like trouble, Gutenberg.'

The Spectator 12/17/83

Pressroom

Manufacturers of flexographic newspaper presses will put more emphasis on color printing and flexibility in producing color. Offset press demonstrations will feature production of preprints and total-market-coverage products.

In the flexographic area, the Kidder-Stacy division of Motter Printing Press Co. will demonstrate a double-width flexographic unit with a color halfdeck similar to the unit shown last year at the Las Vegas Exposition. The unit will feature a split ink fountain for printing three colors side-by-side, a new 3:2 folder and a M.E.G. reel stand.



Kidder-Stacy Motterflex

M.A.N.-Roland (USA) Inc. will show for the first time—but not run—a flexographic unit.

Windmoeller & Hoelscher Corp. says its engineers in West Germany are working hard to deliver an operational model of a four-color flexographic unit to Atlanta. Failing that, the firm plans to print some color with a double-width unit similar to the black-printing one shown at the 1983 Exposition.

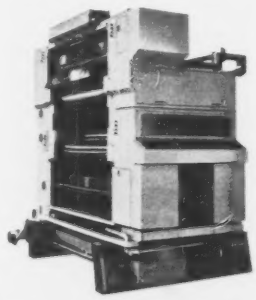
In the flexographic-conversion area, Intercorp Ltd. and Printing Press Services International will display upgraded versions of their letterpress-to-flexography conversion units.

In offset, the exhibit of the Graphic Systems Division (Goss) of Rockwell International Corp. will feature a demonstration of the new four-unit Goss C-150 offset press, which will be used to print a four-color tabloid newspaper, as well as a static display of the new Enterprise offset press.

Harris Graphics Corp.'s exhibit will include the first public showing of four units of the new NC-450 single-width commercial offset press.

M.A.N.-Roland will also have a static display of its single-width Uniman 2/2 offset press. The highlight of the exhibit will be a demonstration of the firm's programmable press control, a computerized system for presetting and running a press.

Publishers Equipment Corp., which until recently dealt exclusively in offset-conversion of letterpress presses, will have a static display of its new Eagle-3 color offset unit.

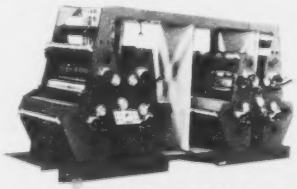


PEC's new Eagle 3-Color unit

Solna Corp. will demonstrate—for the first time in the United States—color printing on the Swedish-manufactured single-width Solna Distributor 2+1 offset press.

Although Tokyo Kikai Seisakusho Ltd. has not yet announced the nature of its exhibit at Atlanta, officials at Taft Equipment Sales Co., the North American distributor for TKS, say the Japanese press manufacturer may demonstrate a remote, or satellite, unit printing process color.

Web Press Corp. is planning to run at least one unit of its Quadra-Color offset press.



Web Press' Quadra-Color

Both PEC and Press Machinery Corp. will display letterpress-to-offset conversion units.

In other press-related equipment, Baldwin Technology

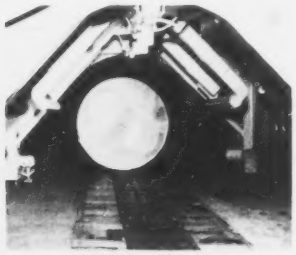
Corp. will exhibit ink circulators and viscosity controls for flexographic presses.

Cary Co., Enkel Corp. and M.E.G. Inc. will show a variety of automatic splicers.

ONE Corp., an Atlanta-based press machinery firm, is one company taking advantage of the event's location. Although its exhibit will be static, the firm will provide shuttle service to its plant to demonstrate equipment.

Ryco Graphic Manufacturing Inc. will unveil fountain solution mixing and recirculating systems.

Jervis B. Webb Co. will demonstrate an automated newsprint roll-handling system,



Jervis Webb roll conveyor

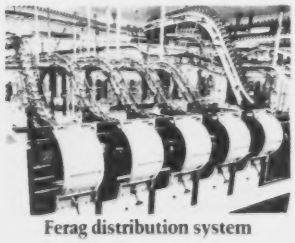
including a "gull wing" roll conveyor, automatic roll stripper and tow cart.

Distribution

Like the pressroom exhibits, mailroom displays should prove to be attention-grabbing. Nearly all vendors will have live demonstrations of at least some of their products. And ANPA researchers expect the show to reflect the popularity of belt conveying systems.

Bell & Howell Co. will demonstrate the Magnecraft address labeler and quarter folder.

Ferag Inc. will include in its demonstration of conveying and inserting equipment a new counter stacker.

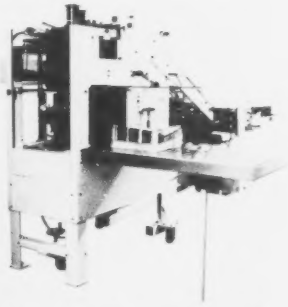


Ferag distribution system

Goss will demonstrate a new single-copy gripper conveyor, belt conveyor and stacker. The latter two items will be demonstrated on line with running presses.

Hall Systems Inc. will feature displays or demonstrations of its new counter stacker with variable speed input section, belt stream conveyor, Key-Scan Keyboard Programmer and other components of its product line.

Harris Graphics Corp. will demonstrate its NP-1472 in-

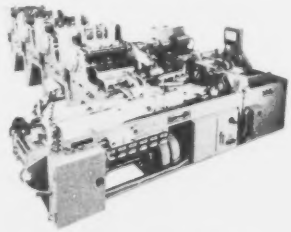


Harris Graphics counter/stacker

serter operating in tandem with the RS-25 signature/counter stacker, to be shown for the first time.

Icore Corp. will introduce its programmable newspaper counter.

Among the McCain Manufacturing Corp. demonstrations will be the new Model



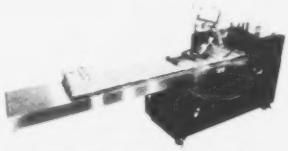
McCain newspaper inserter

2000 PB. It can fold, stitch and trim quarter-folded tabloids into TV supplement-type products.

The Muller-Martini Corp. exhibit will provide a limited demonstration of its new PrintRoll Buffer and Storage System, which allows off-line, temporary storage of a variety of newspaper products such as inserts and preprinted sections. The firm will also operate stitching, trimming and folding machines.

Quipp Inc., a newcomer to the show, will demonstrate a new stacker used with a belt-stream conveyor.

Stepper Associates Inc. will demonstrate an array of new



Stepper Associates' labeler

labeling and quarter-folding equipment geared toward handling mailed products, including newspapers and TMC publications.

Pagination, front-end systems

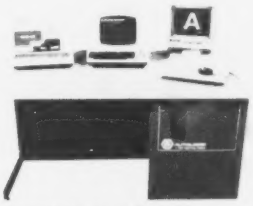
Although much of the pagination and front-end equipment seen at previous shows will be on the floor in Atlanta, this year's exhibits in these areas should prove to be both spectacular and comprehensive, according to vendors in the pre press area.

For one thing, there will be two new pagination exhibitors. For another, a growing number of OEM (original equipment manufacturer) agreements among firms marketing different types of electronic page makeup equipment should provide for interactive demonstrations of nearly complete systems that will manipulate both text and graphics.

Atex Inc. plans to introduce and demonstrate parts of what will become its "Total Publishing Environment" system. The firm's exhibit will feature interactivity between Atex front-end products and Camex Inc.'s Breeze display ad terminal and SuperSetter laser printer.

Atex-Camex joint effort

Autologic Inc. will add classified pagination to its demonstration.

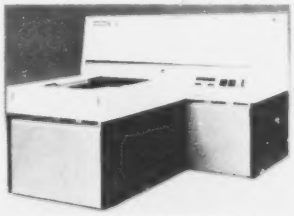


Autologic classified system

Camex will demonstrate both the Breeze and the SuperSetter, which were displayed but not operated at the 1983 Exposition.

Composition Systems Inc. will run its System 2000 on Digital Equipment Corp.'s new mainframe computer, the VAX-750. The editorial and advertising management system, which CSI calls "the foundation . . . to integrate full page makeup capability," will be interactive with the Battelle library system at the ANPA show.

Crosfield Data Systems Inc. will again demonstrate its Datrax 760 laser platemaking sys-



Crosfield Data's Datrax 760

tem, but this year it will interact with a variety of front-end products produced by other vendors.

Harris Corp. will demonstrate, for the first time at an ANPA Exposition, the 8300 Page Layout System it introducted privately last year.

Hastech Inc. will add classified makeup to its demonstration of NewsPro, AdPro and GraphPro pagination terminals and Magician front-end system.

Information International Inc., or Triple I, will preview its new display ad makeup sta-

Triple-I's laser page proofer

tion and demonstrate its new VideoPRINT 300 laser page recorder, which provides a proof of complete pages, along with other pagination products.

Itek Corp. will have showings of a fiber-optic typesetter.

Liber Systems Inc., a Swedish firm that is a first-time ANPA exhibitor, plans to demonstrate its Text and Image Processing System with Chemco's NewScan laser platemaker. However, Liber is one of those firms, because of OEM agreements with other companies, that could demonstrate more if arrangements are completed in time.

System Integrators Inc. will demonstrate its System/55, using a new 32-bit microprocessor and new keyboards with a larger number of operational keys. The firm will show its new classified pagination software on the system.

Teleram Communications Corp. will have demonstrations of its new 3400, 4100 and 5100 terminal systems.

Xenotron Inc. will feature an interactive demonstration of its AdMaster, PageMaster and

Xenotron's page layout system

ArtMaster workstations. The pagination package will interact with Crosfield's Datrax platemaker.

Given all the OEM agreements, there could be more new demonstrations in Atlanta than those reported here.

Software vendors

Companies marketing software packages for the business side of newspapering will demonstrate an array of new products. Many will be run on DEC's new VAX 11/750 mainframe computer.

Collier-Jackson Inc. will add CJ/Fixed Assets accounting software to its demonstration of business and financial management packages.

Creative Data Systems Inc. will demonstrate a newspaper business management package on an IBM system 36.

Data Sciences Inc. has added several new business management products, including circulation, accounting and classified advertising software packages, to its demonstration.

Gulf Coast System Design Co. will run its circulation and classified management system.

Newspaper Systems Inc. will demonstrate a business and financial management package that is targeted to handle the expanded Standard Advertising Unit™ system.

Software Consulting Services Inc. will demonstrate an integrated Advertising System with an enhanced version of Layout-80®, two different newspaper library systems and four accounting systems.

Stauffer Communications Co. will show a new business and financial package running

Stauffer business programs

on a Burroughs B95 computer system.

VU/TEXT Information Services Inc. will demonstrate its electronic newspaper library service.

In addition, three vendors that are new to the ANPA show will demonstrate newsroom packages—targeted at smaller newspapers—for use with personal computers.

Bestinfo Inc. will demonstrate Type Processor One, a text-entry package with limited pagination and display-advertising makeup capabilities, on an IBM PC.

Concept Publishing Co. Inc. will demonstrate Newsset, a word-processing package that handles typesetting, spelling, telecommunications applications, ad setting and wire copy editing on an Apple IIe PC.

Westminster Software Inc. will demonstrate PagePlanner, text-entry software with hyphenation-and-justification and limited pagination capabilities that runs on IBM or IBM-compatible PCs. The firm also plans to use the package to demonstrate classified pagination on a PC.

Also, Whalen Computer Inc., which has shown business packages at past ANPA shows, will be running a newspaper business and financial package on an IBM XT personal computer.

Darkroom, platemaking

The development of so-called rapid-access film technology also will be apparent at the Atlanta show, as will equipment to produce plates for flexographic printing.

Alan Imaging Products Inc. and Anitec Image Corp. will introduce a diffusion transfer film, which will be displayed in the Pitman Co. booth.

Hercules Inc. will demonstrate a relief plate processor for both flexography and letterpress.

NAPP Systems (USA) Inc. will introduce and demon-

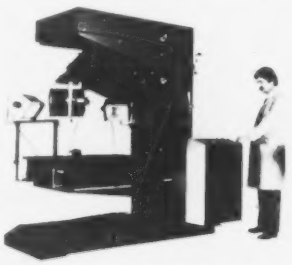
NAPP silverless film processor

strate a new relief-plate automated exposure and processing system.

nuArc Co. will introduce its new SSTE-2024SB horizontal process camera.

Polychrome Corp. will introduce a new vertical camera, a rapid-access system and a diffusion transfer system.

3M will demonstrate its Deadliner platemaking system, a combination camera-



3M Deadliner Platemaking System

platemaking process, on the new Goss C-150 offset press.

W.R. Grace & Co. will introduce its new photopolymer platemaking system.

Exposition potpourri

Among the other new equipment shown in Atlanta will be the following:

Alphatype Corp. will demonstrate enhancements of its MultiSet typesetting with its front-end equipment.

Mycro-Tek division of Allied Corp. will demonstrate several new pieces of telecommunications equipment: a single-channel character generator, a dual-channel character generator and a low-cost, high-resolution video monitor.

Seaboard Energy Systems Inc. will demonstrate enhancements of its energy and management system that include color graphics for the system's video monitors.

Semler Industries Inc. will add a new solvent and blanket wash recycling system to its exhibit.

Many vendors had not decided by press time what they will be displaying. A list of all exhibitors will appear in the June issue of presstime, along with a program update.

—Paul Kruglinski

Capital expenditures drop sharply in '83, but newspapers' '84 outlays could set record

ANPA's annual capital expenditures survey shows that following 1983's decrease in spending for plants and equipment, newspapers this year are planning to spend a record nearly $1 billion in such capital outlays.

The 460 North American newspaper plants responding to the survey said they spent $566.4 million for new equipment and facilities in 1983, down from $805.1 million in 1982 [presstime, July 1983, p. 57].

However, proposed spending for 1984 totals $959.6 million, which, if it materializes, would be a record capital investment for the newspaper industry.

The number of ANPA-member newspaper plants participating in the new survey was eight fewer than the year before: 438 from the United States, a decrease of 11, and 22 from Canada, an increase of three.

U.S. newspapers' capital spending trend for the past two years has been in contrast to that of American industry in general.

In 1982, when U.S. newspaper spending increased 7 percent (from $728.3 million to $780.8 million), new-plant-and-equipment spending in American industry overall decreased 4 percent, according to the U.S. Department of Commerce's Bureau of Economic Analysis.

Yet in 1983, when U.S. newspapers spent 30 percent less ($546.9 million, down from the $780.8 million total for '82), spending in American industry increased 8 percent.

Data Resources Inc., an information and econometric forecasting firm, projects that 1984 capital outlays for all industries will be 14.5 percent above last year's levels. The ANPA survey indicates that planned spending this year will exceed 1983 outlays by a whopping 57 percent.

In specific areas identified in the ANPA survey, the sharpest declines in 1983 spending compared with 1982 were building construction and the pressroom.

All respondents reported that they spent $67.1 million less last year for new buildings, additions and plant modernization, dropping from $197.7 million in 1982 to $130.6 million. In the United States, the decrease was from $195 million to $128.6 million. Canadian respondents said they spent just under $2 million last year, down from $2.6 million in 1982.

In the two countries combined, pressroom outlays dropped $84 million last year, declining from $249.8 million to $165.8 million. However, Canadian respondents said they spent $667,000 more for this purpose in 1983, for a total of $1.4 million.

Equipment purchases for other departments were generally down. Across the board, the survey reveals that newspapers spent 27 percent less than in 1982 on such equipment.

One survey category that bucked the downward trend was the outlay for energy management systems. It was nearly two and a half times higher than in 1982, rising from $2.8 million to $6.6 million.

The increase was particularly noteworthy at Canadian newspapers—from $90,000 to $4.4 million. The huge jump came despite the fact that 1983 spending had been projected at less than $17,000. Moreover, the Canadians expect to increase their expenditures on energy management 70 percent to $7.5 million in 1984.

In fact, that projected spending level is nearly twice that for the responding U.S. newspapers—$3.7 million.

The only other categories that recorded

Chart 1—1984 Estimates

Newspaper Plants Participating[1]	U.S. 438	Canada 22	Totals 460
Plant Expansion and Modernization			
New building	$ 64,203,456	$ 10,000,000	$ 74,203,456
Addition to existing building	47,673,196	1,387,000	48,960,196
Modernization of existing building	54,322,940	1,614,825	55,937,765
Subtotal	$166,089,592	$13,001,825	$179,101,417
New Equipment			
Cable TV (own)	$ 6,997,150		$ 6,997,150
Cable TV (lease)	174,000		174,000
Satellite dish	4,992,185	461,000	5,453,185
Teletext	1,328,643		1,328,643
Videotex	8,562,000		8,562,000
Other telecommunications	9,386,000		9,386,000
New telephone system	14,897,781	335,000	15,232,781
Computer—front-end systems	81,124,336	9,287,382	90,411,718
Computer—business accounting	38,245,132	3,261,503	41,506,635
Composing room	23,444,414	2,091,900	25,536,314
Camera/platemaking	12,519,264	862,500	13,381,764
Pressroom	191,406,752	12,872,000	204,278,752
Mailroom	55,360,480	940,618	56,301,098
Energy management systems	3,687,215	7,541,000	11,228,215
Newsprint handling and equipment	6,099,808	140,000	6,239,808
Transportation-automobiles and trucks	30,562,982	1,401,000	31,963,982
New furniture and fixtures	21,137,340	1,768,375	22,905,715
Other	29,015,896	3,498,300	32,514,196
Subtotal	$751,061,572	$44,460,578	$780,516,158
Estimated Total Outlays	$917,161,164	$57,462,403	$959,617,575

[1]Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1983 Expenditures

Newspaper Plants Participating	U.S. 438	Canada 22	Totals 460
Plant Expansion and Modernization			
New building	$ 53,449,828	$1,041,364	$ 54,491,192
Addition to existing building	29,750,524	138,943	29,889,467
Modernization of existing building	45,395,768	779,959	46,175,727
Subtotal	$128,596,120	$1,960,266	$130,556,386
New Equipment			
Cable TV (own)	$ 9,467,766		$ 9,467,766
Cable TV (lease)	181,667		181,677
Satellite dish	314,299		314,299
Teletext	3,163,074		3,163,074
Videotex	4,034,062		4,034,062
Other telecommunications	11,658,588		11,658,588
New telephone system	7,031,828	1,046,000	8,077,828
Computer—front-end systems	59,958,140	1,862,594	61,820,734
Computer—business accounting	30,509,638	2,837,959	33,347,597
Composing room	9,698,665	168,485	9,867,150
Camera/platemaking	10,988,221	209,881	11,198,102
Pressroom	164,429,744	1,404,662	165,834,406
Mailroom	46,595,608	1,314,194	47,909,802
Energy management systems	2,189,546	4,401,318	6,590,864
Newsprint handling and equipment	6,576,642	9,648	6,586,290
Transportation-automobiles and trucks	24,414,756	943,335	25,358,091
New furniture and fixtures	15,395,746	840,974	16,236,720
Other	11,715,047	2,523,545	14,238,592
Subtotal	$418,323,037	$17,562,595	$445,885,632
Total Outlays	$546,919,157	$19,522,861	$566,442,018

increases in spending last year were teletext, videotex and telephone systems.

The $3.2 million spent on teletext equipment was 323 percent more than the $747,000 spent in 1982. Newspapers spent just over $4 million on videotex equipment, which was 158 percent more than the $1.6 million spent a year earlier.

Outlays for telephone systems totaled just over $8 million, which was 74 percent above the 1982 figure of $4.6 million.

Other telecommunications expenditures (transponders, microwave devices, low-power television equipment, among others) totaled $11.7 million, less than a third of the 1982 figure of $37.4 million. 1983 expenditures for satellite dishes were a meager $314,299, compared with $3.2 million a year earlier.

In general, the percentile decline in some other equipment purchases by U.S. newspapers was not as steep as those of their Canadian counterparts.

The survey revealed that front-end purchases dropped $9.7 million, or 13.5 percent overall, but Canadian front-end purchases decreased more than $1.2 million, or 39.6 percent. Composing room equipment purchases were $4.9 million, or 33 percent under 1982's pace, but for Canada the drop was $1.3 million, or 88.7 percent lower. Purchases for newsprint-handling equipment fell $2.7 million, or 29 percent, while Canadian purchases declined by $292,000, or 97 percent.

However, camera and platemaking equipment expenditures were down by $5.5 million, or 33 percent, while the decrease in Canada in this case was only a marginal 5 percent.

Outlays for transportation equipment remained relatively constant at just over $25 million, although Canadian newspapers spent less than half as much as they did in 1982.

A comparison of capital expenditure surveys since presstime began publishing the results indicates that both estimated expenditures and actual outlays peaked during 1981-82 but have declined since then. In 1980, for instance, newspapers spent $595.1 million compared with $499.1 million the year before. In 1981, outlays jumped to $827 million and dipped only slightly to $805.1 million in 1982. However, the 1983 outlays are 31 percent below 1982's. □

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K&B, Egenolf form joint press venture

A bit of graphic arts history was made in Indianapolis this spring when the first Compacta S60 heat-set, offset web press rolled off an American assembly line. The event marked the beginning of a joint venture between Koenig & Bauer AG of Wuerzburg, West Germany, the oldest press manufacturer in the world, and Indianapolis-based Egenolf Machine Co., a press repair and rebuilding firm.

The new venture, Koenig & Bauer/Egenolf, is assembling newspaper and commercial offset web presses in a 152,000-square-foot plant. Most components are manufactured in Germany and shipped to Indianapolis for assembly.

The joint venture announced it intends to "expand sales of Koenig & Bauer presses in the United States."

Koenig & Bauer has sold presses in the United States for a number of years, primarily commercial heat-set and offset presses. □

Washington Post's cool heads cut cooling, heating costs

The Washington Post's energy-conservation program is producing some hefty savings and a quick payback.

Since the program's inception in 1978, the newspaper has reduced overall energy consumption at its main office and production facility by 19.2 percent and peak energy demand by 33.5 percent.

The program, implemented following an energy audit, included changes in lighting, installing equipment that made boilers perform more efficiently, upgrading ventilation systems and computerizing the energy conservation program itself. Parts of the program used energy-saving ideas employed elsewhere in the newspaper business [presstime, Oct. 1982, p. 40].

In late 1979, the newspaper's operating services director, Edward J. Ames, arranged for Energy Management Corp. to conduct an energy audit. Following that study, the Baltimore-based consulting firm recommended that the newspaper:

- Control exhaust, return and supply fans and other electrical equipment to optimize use, reduce electrical consumption and minimize venting of heated or cooled air
- Wire and control the air-conditioning "chillers" to reduce the load factor during times of peak electrical demand
- Lower temperature settings in the winter and raise them in the summer. These thermostat adjustments, about 2 degrees Fahrenheit per setpoint, could reduce energy consumption by 2 percent, the audit said.

The Post gradually has been implementing the recommendations.

Initially, the newspaper addressed one of the largest energy-consuming areas of its downtown office/production facility—lighting, which accounted for 30 percent of the electricity used there. By reducing most of the three-tube fluorescent fixtures to two-tube units or eliminating them altogether, and by using power-saving tubes, the Post realized a substantial savings the first year, Ames reports.

In February 1980, the Post installed equipment allowing the three 600-horsepower boilers that produce space heating and hot water to burn natural gas or fuel oil, depending on cost and availability.

In 1981, George Wathen, chief engineer at the Post, determined that the pneumatic control system for the larger "variable-air-volume" fans could be upgraded to operate more efficiently. He added motor-driven relief dampers for the machine room and modified the pneumatic controls to slow the speed of the fans' motors as building conditions permitted.

After rejecting a first round of bids for cost reasons, the Post in 1982 purchased an energy-management system to assist implementing the audit's recommendations.

The microprocessor-based system uses Enercon Data Corp. Model 302 hardware; the software was developed jointly by Enercon and the Post. The system monitors virtually all energy-related functions in the building.

"The results of our programs have been very good," said Ames. Total energy cost declined 8.75 percent in 1983, compared with 1982.

Moreover, electricity usage declined 12.2 percent, despite the fact that the hot summer of 1983 caused a 15.7-percent increase in cooling degree days (a measure of air-conditioning usage).

During the colder months of 1983, with heating degree days remaining about the same as 1982, natural gas and/or fuel oil consumption decreased by 17.7 percent.

The payback on the costs of installing elements of the energy-conservation system had been projected to be 19 months, but with savings of that magnitude, it will be considerably less, Ames says. □

TECHNOLOGY CALENDAR

- The Communication Network Conference & Exposition will sponsor a **Network Management/Technical Control** program May 21-24 at the Sheraton Washington in Washington, D.C.
- The **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.
- The **Mycro-Tek Users Group** will meet June 9 at the Georgia World Congress Center in Atlanta.
- The **Newspaper Computer Users Group** will meet June 9-11 at the Atlanta Marriott hotel.
- The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.

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Press control rules to change

A subcommittee of the American Standards Institute is currently considering revisions in standards for press controls and signaling systems used on newspaper and commercial presses.

For 30 years, there have been voluntary standards for controls on newspaper presses. The standards assure that controls governing operation of presses are as safe as possible and that control safeguards are universally applied throughout the newspaper business. In this way, pressmen operating different presses use the same basic system.

The original standards were adopted in 1954 and revised in 1968. The ASI requires that all voluntary standards be revised periodically to determine whether they are still being applied universally and whether technological innovations can improve controls.

ANPA has represented the newspaper business in all ASI activities concerning newspaper press standards. Also on the committee are representatives of 22 other organizations, including additional trade associations, press manufacturers, labor unions, the National Safety Council and the federal government. The current Review Committee activity is under the direction of the National Printing Equipment and Supply Association.

The committee is reviewing the basic design of all press push-button stations and signaling devices, both visual and audio. The revised standards will not make obsolete those controls currently being used in the newspaper business, according to ANPA Vice President/Technical William D. Rinehart. The intent of the committee is to keep the standards as uniform as possible and to improve the safety of press operation, he said.

There will undoubtedly be some modifications to existing standards, Rinehart added, such as requiring a red-green safe light for each push-button station rather than for the entire press as is the case now.

The revised, voluntary standards are expected to be released late this year or early next year.

In the past, press manufacturers have incorporated the ASI recommendations into their press designs.

Flexo user group takes shape

The use of flexography at newspapers has spawned yet another technical organization: the flexography users group.

The group is still very much in its infancy, said Andrew C. Harteveld, manager of the downtown plant of The Washington Post. "The group is limited to newspapers and other printers who have made an *investment* toward printing flexographically on newsprint," he said.

Unlike other users groups, whose common ground is usually a specific product line, this one includes newspapers using presses produced by a variety of manufacturers. It also includes users of letterpress presses converted to flexography.

George Cashau, ANPA director/ technical research, said the group's aim is to coordinate research among ink, plate, blanket and anilox roller makers.

"We want to make sure all the research is pointed in the right direction," says Cashau, who is serving as the group's informal information coordinator. "The platemakers should know what the ink manufacturers are doing and vice versa."

Participants in the users group stress the fact that the organization is an informal one at the present time, and that there are no plans as yet to create a more formal one.

TECHNOLOGY NOTES

• The Daily Telegraph of London has contracted for the purchase of eight specially designed **Goss Headliner Offset presses**, consisting of a total of 48 units.

The presses will use re-engineered arches between the units, advanced versions of reel-tension-pasters and a custom-designed press control system.

• Publishers Equipment Corp. of Dallas, a press manufacturing and conversion firm, and Solna Offset of Sweden, parent of Solna Inc., a manufacturer of single-width web offset presses, have signed a letter of intent to **merge portions of their operations**.

Under the agreement, which is scheduled to be concluded May 31, Solna will sell its King Press manufacturing subsidiary for 750,000 shares, or 23 percent, of PEC common stock. PEC will market the King Press line of single-width offset newspaper presses along with its own Eagle 3-Color double-width offset unit.

Equipment for sale

Two PC-13 Logeflo processors, excellent condition and working well. Contact J. Ernest Munica, Muncie Newspapers Inc., P.O. Box 2408, Muncie, Ind. 47302; (317) 747-5775.

Hendrix 5700 system with EDS controller and three terminals and three Decitek tape holders. As a package, $2,500; terminals sold separately, $300 each. Also, two facet tape feeders, $250 each; ECRM auto reader with screen, $5,000; 35 various film strips for Computape II; 13 various film strips for Unisetter. Contact Carol Alagero, Century Newspapers, 3 Church St., Winchester, Mass. 01890; (617) 729-8100.

Shaffstall magnetic disc system; two MDS 20A read units and two MDS 60 wire record units, $1,000 per unit; three Harris 1100 editing terminals with dual readers, $2,500 per unit. All in good condition and used daily until new system was installed. Contact William Fisher, The Herald-Palladium, P.O. Box 128, St. Joseph, Mich. 49085; (616) 429-2400.

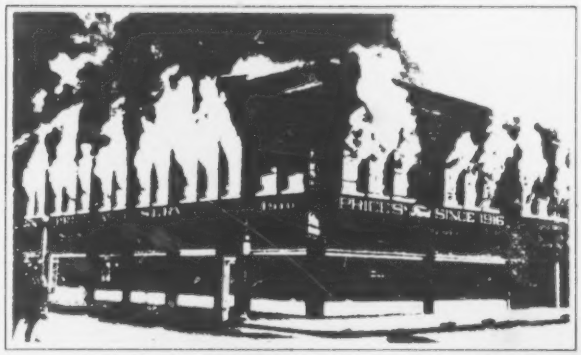
Nine brand new spare boards for AKI PCI-100 keyboards (including one character display), all in original box. Also, original parts for Fairchild green or tan tape perforators. Contact James A. Murphy, The Pocono Record, 511 Lenox St., Stroudsburg, Pa. 18360; (717) 421-3000.

Bell & Howell Microx microfiche, instant image recording system. Complete, unused, still crated. Installation and service available from Bell & Howell; 35 percent off. Contact Purchasing, The Washington Times, 3600 New York Ave. NE, Washington, D.C. 20002; (202) 636-3068.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA member newspapers.



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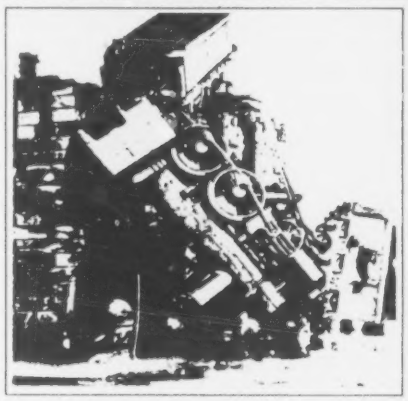

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When the 45-second earthquake was over, it looked like Rocky and Mr. T had been having a free-for-all in the *Record's* entire building. Desks were overturned and equipment was strewn all over the newsroom. The quake, measuring 6.5 on the Richter scale and the fifth largest in California history, turned the *Record* into a heap of twisted metal and splintered lumber.

That's when *Record* employees realized just how good their Mycro-Comp™ Front-end System really was. After they dug their VDT's out of the rubble, they dusted them off...plugged them in...and everything worked...

Four-alarm Fire

The Mycro-Comp System also survived disaster at the *Kaukauna Times* when a four-alarm fire destroyed more than 40 percent of the building. After rewiring the system and cleaning off the moisture and soot, the system was working and the paper was publishing.

If that isn't enough, we even survived the "water test" at the *McComb Enterprise Journal* when broken water pipes dumped hundreds of gallons of water on everything.

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Bar codes studied for newsprint

Newspapers and newsprint manufacturers are trying to develop standards for the use of bar codes to identify newsprint rolls.

The Joint Standing Committee of ANPA and the Canadian Pulp and Paper Association Technical Section has made recommendations on standardizing bar codes for newsprint inventory control, but the industrywide application of the standards is far from a reality.

Disparate opinions exist on what information should be included in the bar codes and on how that information will be used. There is little disagreement, though, that standardized bar codes hold the promise of automating newsprint inventory controls at newspapers and at the vast majority of mills that have not yet introduced the codes.

Bar codes are a binary system of labeling products for computer scanning. Black bars of varying widths and separated by white spaces are printed on a label. As they are scanned, the coded bars and spaces are translated into characters and numbers. They are most commonly used in supermarkets as a means to control inventory and to price items for an automatic cashier register.

The idea of using bar codes on newsprint rolls has been discussed by newspapers and mills for at least five years. Some mills have contributed to the interest by using bar codes on rolls for their own internal inventory control, according to Robert A. Joss, a CPPA official. The practice led some newspaper executives to wonder why the application couldn't be extended to newspaper inventory control.

"At this point," says William Metzfield, president of Gannett Supply Corp., "there are a lot of newspaper people who are looking at bar codes."

In 1980, the Joint Standing Committee, recognizing that the information contained within the bar codes would be most helpful if it was universal in application, recommended the use of the "Code 39" alphanumeric coding system—the one now in use by those North American newsprint mills that have adopted bar codes. It also recommended that bar codes be uniform; for example, by identifying the manufacturer in the first bar position, the mill location in the second, etc.

"If we didn't do something about standardization," says Fred E. Masterman, product manager at MacMillan Bloedel Ltd., "we would have had a babble of various systems."

Despite the committee's endeavor to guide the standardization process, problems have arisen.

Some older mills are reluctant to make the substantial capital investment to institute bar coding. Newspapers and mills can't agree on what information the bar codes should contain or on how the information would be used if a bar code standard is instituted.

"We can't have different standards for different customers," says CPPA's Joss.

While some mills are content simply with sharing bar-code data on manufacturer and mill identity, some newspapers believe that bar codes should also contain data on roll number, roll weight, basis weight, brightness, smoothness, newsprint machine identity and date of manufacture. But the more bar code positions used by the mills for their own inventory control needs, the fewer code spaces are available to provide information the newspapers want. *—Paul Kruglinski*

Unions return to work

Members of two unions complied with an order by the British Columbia Labor Relations Board to return to work at four newsprint mills.

The order, which declared illegal a strike by the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada, followed government action to end a two-month lockout by the companies [presstime, April 1984, p. 68].

Workers returned to their jobs April 10 and were to vote on a "final" contract offer by the companies.

In the United States, negotiations continue between the United Paperworkers International Union and Augusta Newsprint Co. in Augusta, Ga. The UPIU had rejected a company offer March 30. Meanwhile, agendas were exchanged between the UPIU and Bowater Southern Corp., Calhoun, Tenn. □

1983 Waste Report

Newsprint Waste Report—1983, ANPA's annual report on newsprint consumption, was published in April.

The report is a compilation of quarterly surveys from about 500 papers that participate in the reporting program on the amount of newsprint wasted in newspaper production.

Copies have been distributed to ANPA-member newspapers. Additional copies are available from Jim Walsh at The Newspaper Center. □

Seminar planned

A Newsprint Seminar is being planned for next year in Chicago. The Oct. 10-11, 1985, seminar at the Hyatt Regency O'Hare will be the third of its kind sponsored by ANPA and the Technical Section of the Canadian Pulp and Paper Association.

Complete details will be carried in future issues of presstime. □

NEWSPRINT NOTES

• Abitibi-Price Inc. will **raise its newsprint price** for U.S. and Canadian customers July 1. The U.S. price will increase from $500 to $535 a metric ton, as will the price of many other producers [presstime, April 1984, p. 68]. The price in Canada will rise by $45 to $585 (Canadian) per ton.

• Southwest Forest Industries and Morgan Stanley & Co. Inc., a New York-based investment firm, announced an agreement in principle whereby **Southwest will be acquired** by a group of investors organized by Morgan Stanley and led by W. A. Franke, Southwest's chief executive officer.

Southwest valued the entire transaction at $650 million and said the owners would be Morgan Stanley, Franke, other senior Southwest Forest executives and certain financial institutions. The buyout is subject to shareholder and other approvals.

• Bowater Corp. announced it will ask shareholders to approve a plan in which its North American companies, comprising pulp and paper operations and most developmental activities, will be **spun off to form Bowater Inc.**—an independent firm based in the United States.

The British unit, Bowater Industries, would oversee Bowater's remaining operations.

• St. Regis Corp. said it **bought back** the 8.6-percent bloc of its stock acquired in February by an investor group led by a British financier. The company said it did so to ensure that it would not be the target of a takeover attempt.

Consumption continues upward trend

The estimated newsprint consumption of all users in the United States increased 9 percent for the first quarter of 1984 compared with the same period in 1983. March consumption increased 7.3 percent over March 1983.

For U.S. daily newspapers, consumption rose 5.4 percent in the quarter from the 1983 level. In March, it was up 4.2 percent compared with March of last year.

At the end of March, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 39 days, down from 45 days a year earlier. Stocks of North American mills the end of March were about one-fourth below March 1983 levels.

The March operating rate for Canadian mills was 79 percent. At U.S. mills, it was 95.3 percent.

Shipments from Canadian mills for the first three months of the year were up 7 percent over the same period of 1983, although Canadian export shipments were down 1.2 percent. Shipments to the United States increased 7.7 percent.

Shipments from U.S. mills were up 14.9 percent for the same period, and export shipments were up 7.5 percent.

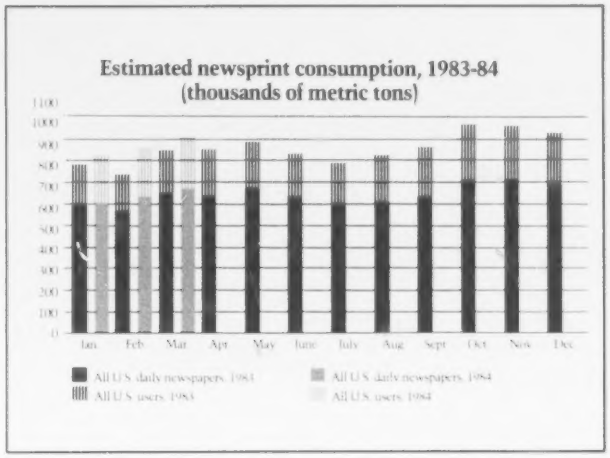
Combined figures for shipments from North American mills were up 9.9 percent for the three-month period. The North American mills shipments for March 1984 were 1.127 million metric tons, compared to 1.068 million in March of last year.

Estimated consumption of all U.S. daily newspapers[1]

Region	February 1984	February 1983	% Change
Northeast	158,397	143,748	+10.2
North Central	132,912	123,137	+7.9
South	211,528	187,470	+12.8
West	143,797	130,796	+9.9
Circulation size			
up to 25,000	43,895	46,862	-6.3
25,001-100,000	115,230	111,630	+3.2
Over 100,000	487,509	426,659	+14.3
February totals	646,634(r)	585,151	+10.5(r)
Two-month totals	1,271,463(r)	1,198,903	+6.0(r)
Region	**March 1984**	**March 1983**	**% Change**
Northeast	168,294	163,791	+2.7
North Central	144,936	143,804	+0.8
South	229,731	216,684	+6.0
West	154,354	144,797	+6.6
Circulation size			
up to 25,000	46,521	57,726	-19.4
25,001-100,000	123,622	127,779	-3.3
Over 100,000	527,172	483,571	+9.0
March totals	697,315(p)	669,076	+4.2(p)
Three-month totals	1,968,778(p)	1,867,979	+5.4(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
January 1984	785,368	36	6
January 1983	800,663	40	5
February 1984	808,210(r)	36(r)	6
February 1983	822,869	40	6
March 1984	787,149(p)	34(p)	5(p)
March 1983	804,829	40	5
Canadian mills			
March 1984	328,950	--	--
March 1983	388,953	--	--
U.S. mills			
March 1984	81,825	--	--
March 1983	159,417	--	--



Estimated consumption of all U.S. users

	1984	1983	% Change
January totals	847,000(r)	804,000	+5.3(r)
February totals	879,000(r)	764,000	+15.0(r)
March totals	939,000(p)	875,000	+7.3(p)
Three-month totals	2,665,000(p)	2,444,000	+9.0(p)

Production

	Canada	U.S.A.	North America
March 1984	665,611	433,935	1,099,546
March 1983	680,284	406,194	1,086,478
Increase	-14,673	+27,741	+13,068
	-2.2%	+6.8%	+1.2%
Three months 1984	2,044,315	1,260,959	3,305,274
Three months 1983	2,018,716	1,187,302	3,206,018
Increase	+25,599	+73,657	+99,256
	+1.3%	+6.2%	+3.1%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1984	469,868	92,457	111,271	673,596
March 1983	469,522	80,132	124,745	674,399
Three months 1984	1,468,062	248,784	301,502	2,018,348
Three months 1983	1,362,997	218,004	305,062	1,886,063
Increase or decrease	+105,065	+30,780	-3,560	+132,285
	+7.7%	+14.1%	-1.2%	+7.0%
From U.S. mills				
March 1984	433,096	----	20,653	453,749
March 1983	374,010	----	20,116	394,126
Three months 1984	1,221,000	----	58,840	1,279,840
Three months 1983	1,059,562	----	54,732	1,114,294
Increase or decrease	+161,438	----	+4,108	+165,546
	+15.2%	----	+7.5%	+14.9%
From North American mills				
March 1984	902,964	92,457	131,924	1,127,345
March 1983	843,532	80,132	144,861	1,068,525
Three months 1984	2,689,062	248,784	360,342	3,298,188
Three months 1963	2,422,559	218,004	359,794	3,000,357
Increase or decrease	+266,503	+30,780	+548	+297,831
	+11.0%	+14.1%	+0.2%	+9.9%

[1]Based on stratified data from ANPA-member newspapers in statistical sample figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Workers still eyeing their VDTs

As some employees continue to question the safety of video display terminals, and employers continue to insist they are no more dangerous than a television set, arbitrators are being called upon to answer fundamental questions involving their use.

To date, there have been three such instances at newspapers—one in 1978, in which an arbitrator found that VDT use was not associated with the formation of cataracts, and two this year, in which arbitrators upheld management's right to insist that reporters write their stories on VDTs despite fears the machines might pose a personal safety hazard.

The award six years ago, which involved two copy editors of The New York Times, has been cited repeatedly in labor-management circles ever since.

Now there are two others to talk about. Both involve The Province of Vancouver, British Columbia, and reporters represented by Local 115 of The Newspaper Guild.

In one, a reporter with a congenital eye disorder balked at having to write stories on the video screen. In the other, a pregnant reporter was concerned that her VDT could be emitting radiation that might endanger the fetus.

The award in the eyesight-related case was made March 2 by Arbitrator Bruce H. McColl. It involved Tom Koch, a 34-year-old general assignment reporter who has strabismus, a condition in which the eyes cannot be focused on the same point at the same time.

Some years before joining The Province in 1979, he had undergone eye surgery to correct the disability, but it was not altogether successful. Until 1982, however, Koch was able to work with no complaints that the eye condition interfered with his work on VDTs.

After a leave of absence to attend the University of Hawaii, Koch said he began to notice a greater problem with his eyes. He said he was experiencing more frequent headaches and more blurriness.

He consulted an ophthalmologist who was engaged in a study on the effect of VDTs on their users. The doctor suggested that the reporter rest his eyes for a month.

When Koch suggested to management that he be relieved of working on a VDT, he was advised to go on paid sick leave until his eyesight situation improved. Koch replied that he was not sick and was prepared to carry out his assignments. In late 1982, he agreed under protest to continue working on VDTs.

In June 1983, the reporter underwent eye surgery for the second time. He returned to work briefly in July but refused to work on a terminal. He was told to take additional sick leave until he was able to work on one, or to consider alternate work at the newspaper. He refused both suggestions, saying that working on a VDT was not part of his job.

Koch's eye surgeon said in a July 29, 1983, report that "it will do his eye no harm to work full-time on display terminals but it may still be uncomfortable."

Another eye doctor testified in the arbitration hearing that "there is no reason to believe that given proper environment, the use of VDTs creates greater subjective or objective complaints regarding eye problems than in any other occupation where there is the same degree of eye work."

"While the use of VDTs neither caused nor aggravated his ailment," Arbitrator McColl noted, "it did contribute to some of the subjective symptoms of the ailment."

Koch contended that the company had acted arbitrarily, discriminatorily and in "bad faith" in refusing his request, and that the company could not require him to work on VDTs.

Koch was not able to work in the summer of 1983 because of post-operative complications, McColl found.

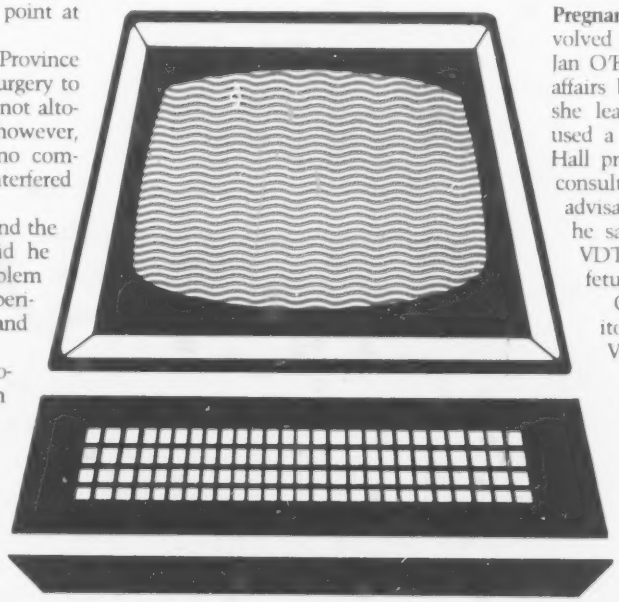
"He said he was not ill and so did not consider taking sick leave," the arbiter noted. "In doing so he has placed an exceedingly restrictive interpretation on the word 'sick.' The use of one's eyes for a general assignment reporter is an important element in the requirement to observe and report. A temporary disability relating to eyesight in respect to a person who is required to observe in order to fulfill his duties, particularly where it is supported by medical evidence, would certainly enable the employee to make a claim for sick leave."

McColl noted that the ophthalmologist had recommended avoidance of concentrated visual work for a month. "How this could be done and have the grievor remain a reporter, ever assuming him not to be working on VDTs, I cannot imagine," McColl said.

He said Koch's refusal to consider alternate work "exonerated the employer from having to further consider the grievor's case."

The arbiter concluded that the company's conduct "was to the greater part encouraged by the grievor's own conduct" and dismissed the complaint.

Koch resigned from the newspaper after receiving the decision.



Pregnant worker's fear. The reporter involved in the other Vancouver case was Jan O'Brien, who covered the municipal affairs beat. Until last September, when she learned she was pregnant, O'Brien used a terminal in the Vancouver City Hall press room to file her stories. She consulted with her physician about the advisability of continuing to do so, and he said he could not assure her that VDT use would be harmless to the fetus.

O'Brien then conferred with an editor about alternatives to using the VDT.

The company and the union had agreed earlier that any pregnant worker who did not want to work on a VDT would be given the option of transferring to another position at the same rate of pay for the term of the pregnancy.

O'Brien suggested that she be allowed to dictate by tele-

phone or to write using a typewriter, which would require members of the International Typographical Union to re-keyboard her stories into the computer system.

Pacific Press Ltd., which publishes The Province and its afternoon sister paper, The Sun, has a history of jurisdictional disputes between the ITU and the Guild. Rather than bring the ITU into the picture, the company gave O'Brien the choice of either wearing a lead apron as a radiation shield or moving to a job that did not require use of VDTs.

Under protest, O'Brien transferred to a research job, and the Guild filed the grievance charging not only that O'Brien had been discriminated against, but also that the company's action was unreasonable and an abuse of management's discretion under terms of the labor agreement.

In his award issued Jan. 23, Arbitrator Gabriel M. Somjen took note of O'Brien's concern about the possible effects of very low frequency and extra low frequency radiation on her unborn child, and of her stated willingness to use the VDT at City Hall if it were "properly tested" and shielded. But Somjen said equipment to test for such electromagnetic radiation was not available.

Also, he said, because no standards of acceptable emissions of such radiation have been published, "it is hard to determine whether the results of these tests would have been reassuring" to her. He observed that the company was prepared to accept such testing and shielding "provided that some universal standard could be achieved so that different standards would not have to be met in the case of each individual employee."

Somjen said that O'Brien's refusal to work on VDTs without assurances as to their safety was "reasonable" because of reports that "leave some doubt" as to the safety of VDTs for pregnant users. There have been articles, he pointed out, "which would lead the reader to conclude that while there has not yet been demonstrated a causal link between VDTs and prenatal difficulties, neither has it been shown conclusively that VDTs are harmless to unborn children."

At the same time, Somjen said the company also "acted reasonably" by agreeing that any pregnant user could refuse to use the machines and transfer to another job with no loss of pay.

He concluded that the company had not discriminated against O'Brien "in any way"—that she had been given the same degree of consideration and accommodation afforded other pregnant employees.

"It may appear to Ms. O'Brien that the employer was being unduly harsh to her, but in the end, I can only find that the employer has acted reasonably, although firmly, in refusing to allow Ms. O'Brien or any other reporter to regularly file copy by telephone rather than by using available . . . terminals," Somjen said.

Pacific Press is owned by Southam Inc. of Toronto, and several of the papers in the group have installed metal shields inside the back of their VDTs as a precaution against employee exposure to radiation.

Another Southam daily, The Sault Star in Sault Ste. Marie, Ontario, is in the process of doing so. Publisher W.R. Dane says a consultant's report on radiation tests at the newspaper indicated the terminals emitted negligible amounts of ionizing and non-ionizing radiation.

A recent report of the Connecticut Academy of Science and Engineering found no radiation or eye disease problem related to VDT usage. "At present . . . there is no supporting evidence to show that permanent ocular damage does occur from VDT use," concluded the academy's report. The state enacted legislation last year that required the academy to conduct the study of VDT health effects [**presstime**, July 1983, p. 27]. —*Clark Newsom*

Fired for obscene messages

A trial court judge has ruled that The Calgary [Alberta] Herald properly fired an editorial employee for sending anonymous obscene messages through the daily's computer system.

Jim Wilson, a systems editor responsible for liaison with the data processing department, had sued the newspaper's owner, Southam Inc., for wrongful dismissal. He denied having anything to do with the messages, which had been programmed to appear on the screen of the city editor's video display terminal.

Managing Editor Kevin Peterson said the first obscene message came to his attention in July 1980. He said he "killed" between 30 and 50 messages between then and December 1980. Wilson was fired Jan. 5, 1981. He was suspected because the messages began appearing about the time his wife, a consumer affairs reporter, left the newspaper to teach journalism after a disagreement with the city editor. She testified that the city editor had nothing to do with her leaving the newspaper.

Justice Russell Dixon of the Court of Queen's Bench ruled for the newspaper March 30 after a nine-day trial. He said he "totally" disbelieved Wilson's testimony and called the messages "nefarious" and "filth." He found it unnecessary to hear the closing argument of Southam's lawyer. Wilson had the "computer smarts, the opportunity and the motivation" to send the messages, Dixon said.

In losing, Wilson, who now works for a Calgary engineering firm, must pay part of the newspaper's court costs. The Southam attorney said that would amount to more than $5,000. □

Seminar open

Registration is still open for a June 8-9 labor relations and technology seminar preceding the ANPA Operations Management Conference & Exposition in Atlanta. The seminar at the Georgia World Congress Center will examine the impact of new technologies on personnel.

For more information, contact Charles Cole, ANPA manager/labor relations, at The Newpaper Center.

Herald & Review

Gary Minich of the Herald & Review in Decatur, Ill., "test-sits" a backless chair—designed to alleviate back pain—as he works at a VDT. Reactions from staff were mixed, and the paper did not purchase the chair.

Pension act upheld

The International Typographical Union Negotiated Pension Plan will retain more than $500,000 paid to it by the defunct Washington Star as liability for withdrawing from the plan, according to a recent ruling by the U.S. Court of Appeals, District of Columbia Circuit.

At issue was the constitutionality of the Multiemployer Pension Plan Amendments Act of 1980, which the court upheld.

Multiemployer plans are maintained pursuant to one or more collective bargaining agreements covering the employees of two or more employers. About 250 daily newspapers contribute to the ITU Negotiated Pension Plan, which was created in 1966.

The Star, owned by Time Inc., was a party to a labor agreement with Columbia Typographical Union No. 101 that required contributions to the pension plan for ITU-represented composing room employees. Time closed the paper Aug. 7, 1981. Subsequently, the administrator of the ITU Negotiated Pension Plan notified the Star that it was required under the MPPAA to pay withdrawal liability totaling $525,987.

In 1982, after making payments to the plan, the company advised the administrator that it considered the MPPAA unconstitutional and commenced the lawsuit. The company contended that the act's withdrawal liability provisions violated the due-process guarantees of the Fifth Amendment and the jury trial guarantee of the Seventh Amendment.

The U.S. District Court for the District of Columbia ruled Feb. 9, 1983, that the withdrawal liability provisions were constitutional. The court of appeals' March 27 ruling upheld the lower court. The company did not appeal the decision.

Subsequent to the Washington Star situation, the withdrawal liability for employers was eliminated because of a favorable investment experience [presstime, April 1984, p. 62].

(The Washington Star Co. v. International Typographical Union Negotiated Pension Plan, CA DC No. 83-1313)

Additional arbitration awards

Elgin (Ill.) Daily Courier-News, ITU: David L. Beckman upheld the layoff of two composing room employees for economic reasons.

Houston Post, ITU: Harry L. Johnson ruled that the company did not violate the labor agreement when it refused to hire a mailer who had been fired by the Houston Chronicle.

Lebanon (Pa.) Daily News, ITU: Lawrence T. Holden Jr. found that the newspaper improperly laid off a composing room employee and directed that he be reinstated with back pay less outside earnings.

Little Rock (Ark.) Arkansas Gazette, ITU: Ralph C. Hon ruled that the newspaper properly refused to hire a substitute printer.

Monessen (Pa.) Valley Independent, Guild: Edward R. McDaniel found that the newsaper did not violate the labor agreement by assigning photographic work to reporters.

New York Daily News, Guild: Maurice C. Benewitz upheld the lateral transfer of an editorial employee, finding that management has the "unfettered" right to make such transfers.

San Francisco Newspaper Agency, Guild: Daniel J. Dykstra ruled that the company violated the labor agreement by denying a classified advertising telephone salesman salary credit for his prior work experience with another employer.

Seattle Times, Guild: Zane Lumbley found that a promotion department employee was required to join the union under a "Guild shop" provision in the labor agreement.

Tacoma (Wash.) News Tribune, Guild: Eaton H. Conant upheld the union's position that editorial page makeup work should be performed by a member of the bargaining unit.

Terre Haute (Ind.) Tribune-Star, ITU: Marshall J. Seidman sustained the dismissal of a journeyman printer for incompetence after progressive discipline failed to accomplish an improvement in his work.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Growth of 'fringes' continues

Employee benefits, sometimes referred to as "fringe" benefits, amounted to more than one-third of payroll dollars in 1982, according to the U.S. Chamber of Commerce.

The average benefit payment in the private sector in 1982 was 36.7 percent of payroll, $3.52 per payroll hour and $7,187 per year per employee. For the printing and publishing industry, the averages were 36.5 percent of payroll, $3.61 per payroll hour and $7,216 per year.

The 36.7 percent of payroll average for all business was broken down as 9.5 percent for legally required payments (employers' shares only) such as Social Security, unemployment insurance and workers' compensation; 13.1 percent for pension, insurance and other agreed-upon payments (employers' share only); 2.8 percent for paid rest periods, lunch periods, etc.; 9.1 percent for vacations, holidays, sick leave, etc.; and 2.2 percent for profit-sharing, bonuses, etc.

Although the 1982 benefits cost average of 36.7 percent of payroll was less than the 37.3 percent for 1981, it still represented an increase in dollars over the previous 12 months when benefits averaged $6,627 per worker, the report said.

The chamber's annual survey is generally limited to hourly-rated workers whose pay varies with the number of hours worked. Questionnaires for the 1983 survey were mailed last February. More than 1,500 employers participated in the 1982 survey.

Canadian settlement

The Canadian Press has reached agreement with the Wire Service Guild on a new two-year labor contract. Members of the union ratified the contract 135-86 in voting April 10 and 11.

The union represents about 350 editorial and office employees at the news agency and its broadcast affiliate. The previous agreement expired Dec. 31, 1983, and the new contract is retroactive to Jan. 1, 1984.

The agreement calls for a 6-percent increase Jan. 1, 1984, and a 5-percent increase Jan. 1, 1985. The minimum weekly rate for a reporter-editor with five years' experience is $663.34 in the first year and $696.51 in the second.

Court sustains NLRB doctrine

The action of an individual employee who refused to drive a truck he felt was unsafe was "concerted activity" protected by the Taft-Hartley Act, the U.S. Supreme Court recently ruled.

The court's 5-4 decision upheld the validity of the National Labor Relations Board's so-called "Interboro doctrine," named after a case in which the board held that an employee acting alone to enforce the provisions of a labor agreement is engaged in concerted activity and that retaliation against the worker is an unfair labor practice.

The case, *NLRB v. City Disposal Systems Inc.*, stemmed from a worker's refusal to drive a truck at the Detroit trash hauling firm because he believed the brakes were defective. After refusing a supervisor's order to take the truck out, the employee left work and the company declared he had voluntarily quit. When his union, the Teamsters, refused to pursue his "discharge" grievance, he went to the NLRB.

The board ruled against the company, but the 6th U.S. Circuit Court of Appeals found that an individual cannot "act in concert with himself" and refused to enforce the board's order directing that he be reinstated to his job.

The Supreme Court agreed with the NLRB that an employee who asserts a right embodied in a labor agreement is engaged in "concerted" activity because the agreement itself is the product of group activity. The union contract involved in the case stated that the company would not require employees "to take out on the streets or highways any vehicle that is not in safe operating condition."

The court noted that concerted activity is not always protected. For example, the court said, a worker who acts in a particularly "abusive manner" may forfeit the protections of the act.

"From the direction the courts are going," said John B. Jaske, Gannett Co. Inc. vice president of labor relations and assistant general counsel, "virtually any complaint an employee makes about terms and conditions of employment will be found concerted activity."

The AFL-CIO, which filed a brief in the case supporting the NLRB, hailed the decision.

Arbiter reinstates reporter

A reporter at The Knoxville (Tenn.) News-Sentinel is back on the job as the result of an arbitrator's decision.

Jacqueline B. McClary was fired last year for taking a seat on a school board in a nearby town. The newspaper has a written policy against "participation of an employee in any political activity that could raise questions as to the newspaper's objectivity" [presstime, July 1983, p. 51].

Arbitrator Clair V. Duff, a Pittsburgh attorney, upheld the Knoxville Newspaper Guild by directing that McClary be reinstated to her job with back pay. He said the company acted unreasonably when it gave her the choice of either resigning from her job or stepping down from the Alcoa School Board.

Duff said it would be "farfetched" to connect her activities as a school board member with any questions by the public as to the newspaper's objectivity, noting that in recent years the newspaper has relied on stringers for its coverage of the board.

The arbiter noted that other employees had engaged in political activity with the "full approval and consent" of the editor. While the company's policy was "reasonable," he said, the refusal to give McClary "equal freedom" constituted "disparity of treatment," which was "unjust."

Recent contract settlements

Atlanta Journal and Constitution, ITU: Ten-year agreement covering composing room employees; retroactive to Oct. 1, 1983.

Columbus (Ohio) Dispatch, Guild: Three-year agreement covering circulation department employees; retroactive to Jan. 1, 1984.

Denver Post, ITU: Five-year agreement covering mailroom employees; retroactive to May 1, 1982.

Indianapolis Star and News, GCIU: Five-year agreement covering pressmen and paper handlers; retroactive to June 1, 1983.

Seattle Post-Intelligencer, Guild: Three-year agreement covering editorial and business office employees; retroactive to July 22, 1983.

Seattle Times, GCIU: Three-year agreement covering pressroom employees; retroactive to Sept. 1, 1983.

Seattle Times, ITU: Three-year agreement covering composing room employees; retroactive to Aug. 16, 1983.

Toronto Star, Guild: Two-year agreement covering advertising, business office, circulation and editorial employees; retroactive to Aug. 1, 1983.

(Details in April and May 1984 ANPA Labor & Personnel Relations Letters.)

Daily appeals disclosure case

The Detroit News is appealing to the NLRB an administrative law judge's recommendation that it be ordered to provide Local 22 of The Newspaper Guild with the salaries of each member of the bargaining unit.

The case arose when columnist Peter Waldmeir requested the company not to report his salary to the union. The company complied with his request.

Judge Walter J. Alprin said that an employer's obligation to bargain in good faith includes the duty to furnish relevant information upon request.

Alprin said that even though Waldmeir is "the superstar" of the newspaper's columnists and reporters, and the highest paid, the company must comply with the right of the union to know his salary.

(The Detroit News, a Division of The Evening News Association, and Local 22, The Newspaper Guild, ID-38-84)

Weekend walkout

The New York Post "barely missed a beat" in publishing during a two-day strike by Local 3 of The Newspaper Guild, said Editorial Manager Peter Fans.

The strike began Saturday, March 31, when the labor agreement expired, and ended Monday, April 2, when Guild members ratified a new three-year contract. Saturday editions were printed before the walkout. The Post does not publish a Sunday paper. It missed the first four of its eight editions on Monday.

Vancouver papers shuttered

A strike that began March 28 in Vancouver, British Columbia, resulted in the first situation since 1978 in which a major North American city was left without its own daily newspapers.

Members of three locals of the Graphic Communications International Union, representing pressmen, drivers and photoengravers, and two locals of the International Typographical Union, representing printers and mailers, walked out at Pacific Press Ltd., the company that publishes the morning tabloid Province (circulation 142,894) and the evening Sun (230,423), in a dispute over new contracts. Pacific Press is owned by the Toronto-based Southam Inc. group.

The Province

The Sun

A local of The Newspaper Guild, which represents more than 900 non-production workers, joined the strike April 11. Its members had been observing the other unions' picket lines from the beginning. The craft unions, which represent about 400 employees, expelled the Guild from the joint council of unions after the Guild applied for mediation services before the strike began. Under British Columbia labor law, the Guild could not legally strike while a mediator was at work. Guild members joined the picket lines after the mediator was unable to effect a settlement.

The suggestion that Southam would use the strike as an excuse to close the money-losing Province is "sheer nonsense," President Gordon Fisher told shareholders at the company's recent annual meeting. He said Southam would publish both papers "as long as we can do that with an adequate return on investment."

To fill the newspaper gap in Vancouver, the national edition of the Toronto-based Globe and Mail has increased its press run from 20,000 to 50,000 and established a British Columbia section.

On Vancouver Island, the all-day Times-Colonist in Victoria, which is owned by Thomson Newspapers Ltd. of Toronto, has not expanded its 74,564-circulation to the mainland. Labor agreements with five unions there expired Nov. 30, 1983, and a mediator is participating in negotiations. Strike and lockout notices have been exchanged.

Another Thomson paper, The Sudbury (Ontario) Star, has been shut down since Feb. 22 in a labor dispute with three unions [presstime, April 1984, p. 62]. A mediator has scheduled a May 2 meeting between the parties.

The last strike at Vancouver's Pacific Press began in November 1978 and shut down the newspapers for eight months. There were 30 North American strikes that year, which saw newspapers shut down in nine cities, including New York City and St. Louis. □

NLRB elections

Antioch (Calif.) Daily Ledger, ITU: Composing and pressroom employees voted 11-4 against further representation by Bay Area Typographical Union No. 21.

(NLRB Case No. 32-RM-363)

Augusta (Maine) Kennebec Journal, ITU: Advertising, business office and editorial department employees voted 27-15 in favor of continued representation by Waterville Typographical Union No. 643. The employees had voted 38-9 to be represented by the union in a 1982 election.

(NLRB Case No. 1-RD-1325)

Bellevue (Wash.) Journal-American, Guild: In a rerun election, advertising, circulation, editorial and mailroom employees voted 75-29 in favor of representation by the Pacific Northwest Newspaper Guild. Results of an election conducted late last year, in which the employees voted 101-25 for the Guild, were set aside after an NLRB hearing officer upheld the company's objection to the union's improper offer to waive its initiation fee prior to the election [presstime, Jan. 1984, p. 53].

(NLRB Case No. 19-RC-10835)

NLRB, EEOC nominees

President Reagan has nominated Rosemary M. Collyer as general counsel to the NLRB replacing William A. Lubbers, a Carter administration appointee whose term expired April 24.

The 38-year-old attorney currently serves as chairman of the federal Mine Safety and Health Review Commission, which resolves disputes under the federal mine safety laws.

Collyer is expected to be confirmed by the Senate in light of her earlier confirmation for the mine safety post, but an AFL-CIO spokesman said the labor federation is "seriously concerned" about the nomination and "is studying whether she is worthy" of being the chief lawyer for the board.

Meanwhile, the Reagan administration has yet to announce its choice to fill the vacant NLRB seat of former member Howard Jenkins Jr., whose term expired Aug. 27, 1983.

In another appointment, Reagan named Fred W. Alvarez, a 35-year-old Albuquerque, N.M., attorney, to fill a Democratic vacancy on the five-member Equal Employment Opportunity Commission.

A Republican vacancy occurred April 16 when EEOC Vice Chairman Cathie A. Shattuck resigned. □

Newspaper ordered to reinstate clerk

The National Labor Relations Board has ordered a California daily to offer reinstatement to an advertising department employee who was fired in 1981 for alleged poor job performance.

Adopting the recommendation of an administrative law judge in a case involving the San Luis Obispo County Telegram-Tribune, the board said that if Margaret Anderson's former job as a classified advertising copy control clerk no longer exists, or if no equivalent position is available, she is to be put on a preferential hiring list. The daily also was ordered to reimburse her for any loss of earnings and benefits.

The board agreed with the judge that Anderson's dismissal was unlawfully motivated by her organizing activities on behalf of an independent editorial union at the paper [presstime, June 1983, p. 30].

(Telegram-Tribune Co. and Telegram Tribune Editorial Employees Association, 268 NLRB No. 183) □

Speeches

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

A Bill of Rights, and A Bill of Wrongs
Michael Gartner, president and editorial chairman, Des Moines Register and Tribune Co. Florida Bar annual Media Law Conference, Clearwater, Feb. 25.

Freedom of Information and the First Amendment—There Is a Difference
Donald B. Towles, vice president and director of public affairs, The Courier-Journal and The Louisville Times. Women in Communications Inc. regional conference, Louisville, March 23.

Accountability and the Press
David Shaw, media critic, Los Angeles Times. Citizen's Choice National Commission on Free and Responsible Media, Los Angeles, Jan. 18.

Content Doctrine and the Media
U.S. Sen. Bob Packwood (R-Ore.). Thomas Jefferson Award presentation, Lubbock, Texas, Feb. 24.

Cable Television and Broadcasting Legislation
U.S. Rep. John D. Dingell (D-Mich.). ANPA Telecommunications Committee meeting, Washington, D.C., March 20.

A Proposal to Eliminate the Inequities of Third-Class Postal Rates
W. Terry Maguire, ANPA vice president/general counsel. Texas Daily Newspaper Association annual meeting, Houston, March 27.

The Postal Service Is a Partner—Not a Competitor
William F. Bolger, U.S. postmaster general. National Newspaper Association Government Affairs Conference, Washington, D.C., March 9.

Goals and Challenges of the Postal Board of Governors
John R. McKean, chairman, U.S. Postal Service Board of Governors. ANPA Government Affairs Committee meeting, Washington, D.C., March 7.

Smog Alert: A Crisis in Broadcast Communications
Paul C. Harper Jr., chairman of the board and chief executive officer, Needham, Harper & Steers, New York City. AdCraft Club of Detroit, Southfield, Mich., March 6.

U.S. Challenges "New World Information Order" by Its Proposed Withdrawal from UNESCO
Susumu Ejiri, former managing director, Nihon Shinbun Kyokai. Shimbun Kenkyu (Journalism Research) publication, Feb. 1984.

Donald B. Towles

U.S. Sen. Bob Packwood

John R. McKean

Paul C. Harper Jr.

Circulation battle brews in St. Louis

Several months ago, St. Louis was on the verge of becoming a one-newspaper city. Instead, it's become a newspaper circulation battlefield.

On April 30, the born-again morning Globe-Democrat was scheduled to spin off a brand-new p.m. sister paper, the Evening News, filling the p.m. void created when the rival Post-Dispatch converted to the a.m. cycle. The Evening News' initial press run would be 100,000, according to Publisher Jeffrey M. Gluck.

It was Gluck who saved the Globe-Democrat from a scheduled death when he assumed ownership from Newhouse Newspapers Feb. 25 [presstime, April 1984, p. 71]. Two days after Gluck took control, the Globe-Democrat's fellow participant in a previous joint operating agreement, the Pulitzer Publishing Co.-owned Post-Dispatch, switched to morning publication.

Gluck said the Globe-Democrat experienced a "small decline" after head-to-head competition began, but he maintained it was because the Post-Dispatch "gave away subscriptions at 40 cents a week, while we tried to keep ours reasonable and profitable. They did it to gain a lead, but we're going to get back at them with our new afternoon paper." Gluck said it would be produced by 60 new editorial staffers and others "shared" from the existing Globe-Democrat staff.

Nicholas G. Penniman IV, the Post-Dispatch's new general manager, said his paper is aggressively promoting itself and is carrying out a long-planned effort to improve its product. He said he was not familiar with Gluck's complaint of a 40-cents-a-week subscription offer.

The Post-Dispatch has one introductory offer of 13 weeks for $13, Penniman said, and another "Breakfast on Us" promotion offering a two-ounce jar of instant coffee, a six-ounce can of frozen orange juice, an 11-ounce pop-open can of biscuits and 13 weeks of the daily Post-Dispatch for $14.50.

"We're doing the normal things we've been doing for 105 years to promote our paper," said Penniman.

Paid daily circulation for the Post-Dispatch during a recent week averaged 268,077 daily, an increase of 33,353 from the same week a year ago, the general manager said. Sunday circulation was 503,288, an increase of 34,591 from a year earlier, he added.

Gluck said he did not know the Globe-Democrat's paid figures, but he said the press run was 250,000.

Meanwhile, executives of both papers shrugged off implications of the March purchase by Ingersoll Publications of Lakeville, Conn., of 33 weekly newspapers published by Suburban Newspapers of Greater St. Louis.

"I'm busy worrying about daily papers," said Gluck. Penniman said that, counting USA Today, The New York Times, The Wall Street Journal and scores of weeklies and shoppers, "there are 135 newspapers issued or distributed in this market, but our circulation figures show that we are saying something to our readers." □

Navajo Times goes daily

The Navajo Times of Window Rock, Ariz., is now being published five mornings a week, thus becoming the first American Indian daily newspaper.

Managing Editor Duane A. Beyal said the newspaper, owned by the Navajo Nation and formerly a weekly, has carried an average of 12 pages per edition since going daily March 20.

The editorial emphasis is on stories of interest to the Navajo tribe. The editorial staff consists of two reporters and two editors, with assistance from several freelance and part-time editorial workers. The new daily's plans call for establishing a Washington bureau.

Circulation in the early weeks of daily publication was about 6,000, mostly in single-copy sales.

Currently, the Times flies its camera-ready pages to a printing plant in Albuquerque, N.M. However, Beyal said the paper will get its own printing press next month, and it plans to install new front-end and typesetting systems.

According to Beyal, the Times also intends to produce zoned editions for the diverse areas of the Navajo reservation, located in parts of four states: Arizona, Utah, Colorado and New Mexico. □

Facts book updates data on papers

Last year, U.S. dailies attracted more advertiser spending than ever before, morning papers widened the circulation gap over evening papers, and Sunday editions were at all-time high in both numbers and circulation. The record-breaking figures are documented in ANPA's just-released "Facts About Newspapers '84."

Total U.S. daily circulation rose in 1983 to 62,611,741, an increase of 124,564 copies per day. Although the booklet reports that the number of U.S. daily newspapers declined from 1,711 in 1982 to 1,699, the preliminary 1983 figure was adjusted to 1,701 in late April by the source of the data, staff of the *Editor & Publisher Year Book*.

For the second year in a row, circulation of U.S. morning newspapers was greater than that of evening newspapers, although p.m. papers outnumber a.m. papers by about 3 to 1. Circulation of morning papers rose by 396,155 copies daily to 33,570,242, while circulation of evening papers declined by 271,596 to 29,041,494.

According to the figures published in "Facts," the number of morning newspapers continued to increase, up by seven to 441. Also continuing a trend, the number of evening papers was down by 22 to 1,288.

Sunday circulation increased by 454,131 copies to 56,714,895. The number of U.S. Sunday newspapers set a record at 770, an increase of two from '82.

Advertising expenditures in U.S. dailies climbed by 16 percent over 1982 to $20.582 billion, about $4.4 billion more than the total for television, the closest competitor.

U.S. dailies increased their share of total advertising expenditures, from a revised 26.6 percent to 27.2 percent, while all other media lost share or stayed the same.

The booklet also contains facts about Canadian newspapers, including these: the number of Canadian dailies declined by one in 1983 to 115, advertising expenditures in Canadian dailies increased by $115 million to $1.245 billion, and Canadian dailies' share of advertising rose from 24.9 percent to 25.9 percent.

Additional copies of "Facts About Newspapers '84" are available from the ANPA Public Affairs Department at The Newspaper Center. □

New financial daily debuts

A new national financial newspaper called Investor's Daily made its debut April 9 in more than a dozen cities including Los Angeles, its base of publication.

In another development in business reporting, The Financial Times of London said it intends to start publishing an edition in the United States by the fall.

Investor's Daily, which like The Wall Street Journal publishes Monday through Friday, contains stock and other financial tables as well as financial news and features from its own staff, the Associated Press, United Press International, Reuters and the New York Times News Service. Unlike The Wall Street Journal, the newcomer makes extensive use of graphics. "We think we can carve out our own niche," noted Stephen P. Fox, president and chief executive officer.

The publication has appeared at newsstands and in newsracks in Los Angeles, New York City, Honolulu, San Francisco, Sacramento, Portland, Seattle, Denver, Las Vegas, Reno, Phoenix, Tucson, Houston and Dallas. Fox said there soon will be satellite links to printing plants in the East.

Investor's Daily is owned by a holding company called Data Analysis Inc., which also has under its corporate umbrella William O'Neil & Co., a 20-year-old stock brokerage and securities research organization, and O'Neil Data Systems, a financial information service.

Meanwhile, The Financial Times, which is distributed throughout Europe but mainly in Britain, said it plans to offer same-day delivery in a number of "important business centers" in the United States.

Recent acquisitions

Home News Enterprises of Columbus, Ind., acquired the Monticello (Ind.) Herald-Journal, daily circulation 5,950.

Columbia City Publishing Co. acquired The Post & Mail of Columbia City, Ind., daily circulation 5,100.

Thomson Newspapers Inc., of Des Plaines, Ill., acquired The Daily Spectrum of St. George, Utah, daily circulation 12,000.

NEWSPAPER BUSINESS NOTES

• Five top officials of Harte-Hanks Communications Inc. have offered to buy the publicly held firm in a deal that could be worth nearly $1 billion, including assumption of debt and purchase of 22.4 million shares of stock outstanding. The "leveraged buyout" would **return the company to private ownership.** The San Antonio-based company said that by going private, it would be able to expand its operations without "the pressure for consistent and predictable quarterly earnings growth."

Officials also said the transaction would allow shareholders to "realize values in Harte-Hanks which we believe have not been recognized by the stock market for a long time."

• Columbia, Ky.-based Waggener-Walker Newspapers Inc. is **seeking protection from its creditors** under Chapter 11 of the federal bankruptcy code. The company publishes the 3,000-circulation Daily Statesman four days a week and 10 weeklies.

• Stockholders of Dow Jones & Co. Inc. approved a plan to issue a **new class of stock** that would ensure long-term control of the company by the Bancroft family, which owns about 56 percent of the firm. However, the plan will not be implemented until after disposition of a class-action suit filed by six shareholders charging that the stock idea is unfair to minority shareholders.

• The Canadian government has introduced in Parliament a bill to **amend the Combines Investigation Act**. The bill does not single out the media as an industry requiring special government attention. The government had announced earlier that it would introduce legislation to "modernize" the conspiracy, monopoly and merger provisions of the act [presstime, April 1984, p. 72].

• The Des Moines Register and Tribune Company said April 11 it would **pay dissident stockholders $1.45 million** as part of a proposed settlement of a 5-year-old lawsuit. The proposal would require the stockholders, mostly descendants of Harry S. Watts Sr., a former business manager of the company, to return 25,000 shares, 2 percent of the firm's stock.

Unchanged by the proposed settlement is a voting trust which keeps control of the company in the hands of a few corporate officials and members of the Cowles family, which also owns the company that publishes the Minneapolis Star and Tribune.

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LANDON

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Johnson announces selection of chairmen for Association's committees

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George W. Wilson

Keith R. Fuller

Robert C. Achorn

Katharine P. Darrow

Donald N. Soldwedel

Joseph M. Ungaro

W. Gilbert Faulk

Frank A. Bennack Jr.

Walter E. Mattson

Uzal Martz Jr.

Edward W. Estlow

William C. Marcil

Otto A. Silha

William Metzfield

Newly elected ANPA Chairman and President Richard J. V. Johnson has appointed the following chairmen and vice chairmen, respectively, of the Association's standing committees:

Convention Arrangements—Richard G. Capen, The Miami Herald; Joseph F. Barletta, San Francisco Newspaper Agency

Government Affairs—George W. Wilson, Concord (N.H.) Monitor; Robert F. Erburu, The Times Mirror Co., Los Angeles

Human Resources—Keith R. Fuller, McClatchy Newspapers, Sacramento; Joseph F. Barletta, San Francisco Newspaper Agency

Industry Affairs—Robert C. Achorn, Worcester (Mass.) Telegram and Evening Gazette; Virgil Fassio, Seattle Post-Intelligencer

Legal Affairs—Katharine P. Darrow, The New York Times Co.; James Spaniolo, Knight-Ridder Newspapers Inc., Miami

Newsprint and Transportation—Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.; William H. Cowles 3rd, The Spokesman-Review, Spokane

*__Operations Management Conference & Exposition__—Joseph M. Ungaro, Westchester Rockland Newspapers Inc., White Plains, N.Y.; Larry D. Strutton, Los Angeles Times

Postal—W. Gilbert Faulk, Dow Jones & Co. Inc., New York; Richard T. Schlosberg III, The Denver Post

presstime **Advisory**—Frank A. Bennack Jr., The Hearst Corp., New York; Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan.

*__Technical__—Walter E. Mattson, The New York Times Co.; Gene McDavid, Houston Chronicle

Telecommunications—Uzal Martz Jr., Pottsville (Pa.) Republican; Robert M. Johnson, Newsday, Long Island, N.Y.

Special Board Committees and their chairmen are:

Audit—Edward W. Estlow, Scripps-Howard, Cincinnati

Executive and Nominating committees—William C. Marcil, The Forum, Fargo, N.D.

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Katharine P. Darrow, The New York Times Co., co-chairman

ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee—Edward W. Estlow, Scripps-Howard, Cincinnati, chairman

ANPA/NAB/National Newspaper Association Joint Postal Task Force—Otto A. Silha, Cowles Media Co., Minneapolis, chairman

Joint Standing Committee of ANPA/Canadian Pulp and Paper Association Technical Section—William Metzfield, Gannett Supply Corp., Rochester, vice chairman

Working Committee on Advertising Standards—Walter E. Mattson, The New York Times Co., chairman □

*Appointments take effect following the Operations Management Conference & Exposition June 9-13 in Atlanta. All other appointments took effect at the end of the Montreal Convention.

ANPA Calendar

MAY

ANPA presstime Advisory Committee meeting
Montreal Convention Centre, May 1

ANPA Board of Directors meeting
Montreal Convention Centre, May 2

ANPA Foundation Board of Trustees meeting
Montreal Convention Centre, May 2

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., May 14-18

ANPA/ASNE/APME Leadership in the Newsroom workshop
Back Bay Hilton, Boston, May 21-23

JUNE

ANPA Legal Affairs Committee meeting
The Washington Post Co., Washington, D.C., June 6

ANPA Labor and New Technology Seminar
Georgia World Congress Center, Atlanta, June 8-9

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 9-13

ANPA Newspaper/Cable Managers meeting
Georgia World Congress Center, Atlanta, June 10

ANPA Executive Committee meeting
Hyatt Regency Atlanta, June 11

ANPA Newsprint and Transportation Committee meeting (Transportation section)
Georgia World Congress Center, Atlanta, June 11

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
San Antonio Marriott, June 14-16.

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., June 25-29

ANPA Foundation/Oregon Newspaper Publishers Association Northwest Literacy Symposium
Portland Hilton, June 29-30

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA Management Introduction to Technical Operations Seminar
The Newspaper Center, Reston, Va., July 23-27

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
Aug. 29

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
London, Sept. 12-13

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 13-14

ANPA Management Development Workshop
Lake Shore Holiday Inn, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA

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John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
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Donald E. Newhouse, The Star-Ledger, Newark
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Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
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Letters

Trying to solve comics-page problems with bigger strips

At The Republic we have been talking several months—since adopting the SAU™ system and the narrowing of our web—about our "shrinking comics."

As I wrote to the Newspaper Comics Council and others earlier, today's size limitations eliminate anything approaching fine art work. I suggested providing some strip, or two or three strips, in larger sizes. That would be four columns wide, rather than three columns—the size in which most strips are offered. . . . We decided to go ahead and do it.

Frankly, I would have liked to have had a strip in which the fine line quality of art work might be better displayed. But this new one, "Dick and Jane," came along. And none of the others we are using seem to be any more adaptable. . . .

Matching up with "Dick and Jane" at the top of the page, I chose "The Neighborhood." We have been running it for some time in the standard size—the same as "The Family Circus" on this page. And we kept getting complaints from readers that they could not understand "The Neighborhood." One reason to enlarge it is that I think many readers simply could not make out the tiny pictures. The jokes are quite subtle.

Both of these "top of the page" cartoons happen to be from The Register and Tribune Syndicate. We are not wed to running only these two in "super-size." In fact, we are debating the wisdom of switching around with different strips in "super-size" every month or every three months.

If we could find a strip we thought would go well here, a strip with really fine

line art work, we would be interested in anchoring that at the top of the page. . . .

I am interested to hear comments and suggestions for a strip or two that might benefit more from super-size.

Stewart E. Huffman
Editor
The Republic
Columbus, Ind.

Second-class TMC wasn't approved, California newspaper executive explains

Your March issue of presstime has an article in the Postal Affairs section in which reference is made to this newspaper and its recent experience with the U.S. Postal Service relative to the postal class of our TMC publication Metro Plus.

In the third to last paragraph it is stated that "Harvey K. Altergott, general manager for the USPS domestic mail classification division, overruled the local postmaster who had approved distribution of Metro via second-class mail."

In fairness to the postmaster in Santa Rosa, we wish it to be made clear that Mr. Altergott did *not* overrule our local postmaster. We provided a prototype of Metro Plus to the USPS offices in Washington last September along with the description of the procedures which we would be following. Our postmaster explained to us that a ruling would need to be received from Washington and that she did not have the authority to approve or disapprove its distribution as a second-class mail product.

Mr. Altergott's ruling was the first and only ruling received by us.

John H. C. Riley
General Manager
The Press Democrat
Santa Rosa, Calif.

Photo treatment 'embarrassing'

I couldn't believe the complementary [sic] letters in April's issue about your "new format!" The treatment your art director gives to photographs is embarrassing. Why was the cover picture cut up into the letters TMC? That doesn't communicate anything. Why are so many captions missing? I know that's the Missouri School of Journalism pictured on page 18 because I went there, but how about informing your readers? What is the mailman doing on page 23? And the "pointing" picture on page 35?!—that cliche certainly should not appear in a journalistic trade publication.

I hope you'll take some time to reevaluate the magazine's picture abuse.

John Freeman
Photojournalism instructor
Wichita State University
Wichita, Kan.

Working journalists see reviews, too

In "Who's Watching the Watchdog?" in your February issue, you quote Jonathan Friendly of The New York Times as saying, "The journalism reviews tend to go to people in the journalism schools." I don't know about other journalism reviews, but that is not true of this one.

According to our latest reader survey (Mark Clements Research, Inc., September 1983), only 11 percent of our subscribers are in education. By contrast, 43 percent work for newspapers or news services, 14 percent are in broadcasting, and 7 percent work for magazines.

Spencer Klaw
Editor
Columbia Journalism Review

'Careful job'

Thank you for the careful job you did with the story "Journalism administrators . . ." in the April issue.

Lord knows I do my share of bitching about sloppy journalism. And it's nice to be able to applaud accurate and thoughtful work when it appears.

Kenneth Starck, director
School of Journalism
and Mass Communication
University of Iowa
Iowa City, Iowa

HIS FRIENDS OF THE

TEXAS DAILY NEWSPAPER ASSOCIATION

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TO

DICK JOHNSON

FOR BEING THE FIRST TEXAN TO SERVE

AS

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High data rate channels such as satellite earth station or microwave systems can be accommodated as easily as low data rate channels such as telephone lines. Interfaces to standard European and North American channels are available.

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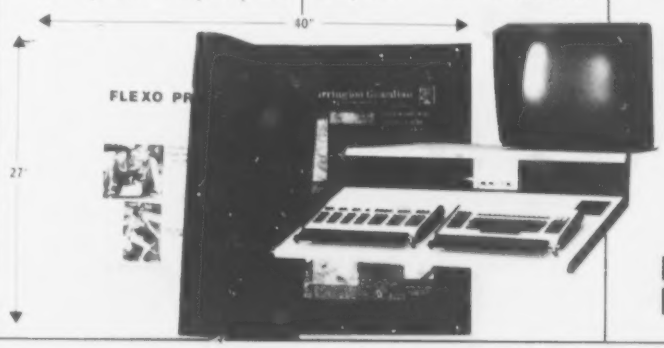
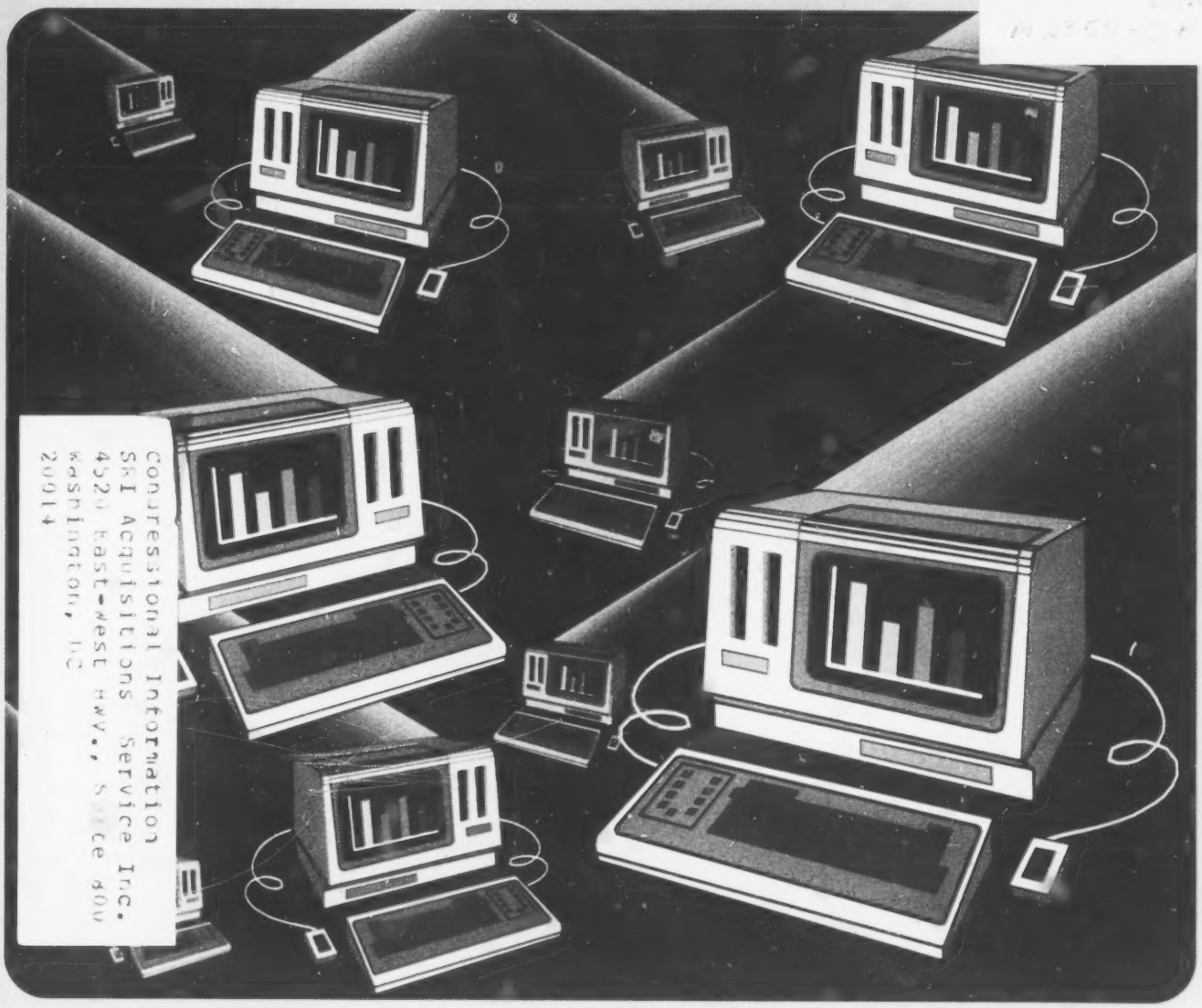


DATRAX

June 1984

presstime

The Journal of the American Newspaper Publishers Association



Congressional Information
SRI Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
20014

SPECIAL REPORT

Personal Computers Exploding Onto Newspaper Scene

How Papers Cope With Onslaught of Drug Abuse

"After a year's use, we continue to recommend the UNIMAN 2/2 to others, based upon reliability, design features, prompt service and favorable price."

Donald H. Jochens, Director of Production
The Washington Times

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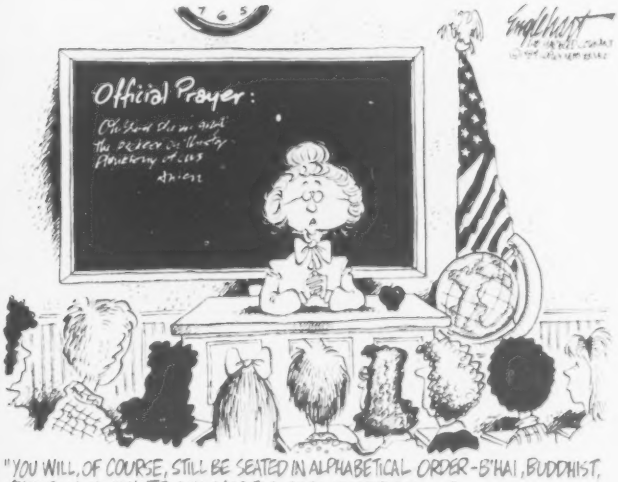

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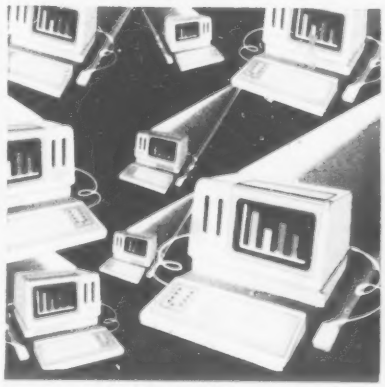

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CHAIRMAN'S CORNER

Newspapers' ability to respond to many different challenges has kept our business healthy

Properly so, the 98th Annual ANPA Convention in Montreal provided a forum for people within and outside the newspaper business to enumerate and analyze our frailties and our problems.

It is doubtful that any other estate of the American democracy devotes as much of its energies and time to critical self-examination as does ours. We are truly our harshest critics. But we should be careful, lest we let the negative cause us to lose sight of our strengths and the unique role we fill in the family of media and in our society.

Richard J. V. Johnson

One of the newspaper's greatest, unwavering strengths, which we rarely recognize, is the element of friendship, the intimate one-on-one relationship that exists between the newspaper and the reader. It is a relationship that simply does not exist between any other mass medium and its audience.

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Richard J. V. Johnson
Chairman and President

ANPA

presstime

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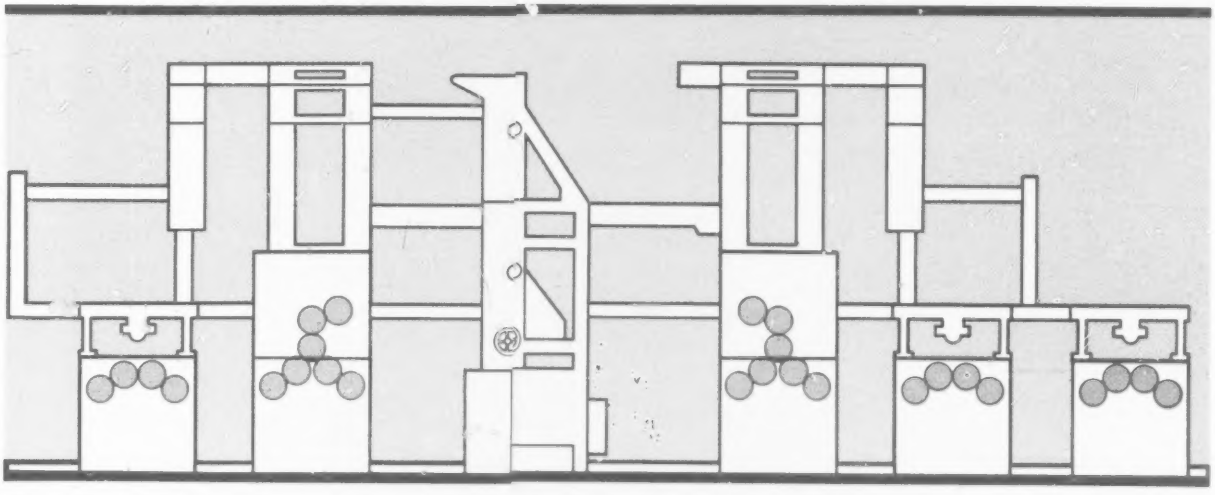

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TV LISTINGS

Proliferation of cable channel offerings means newspapers must be innovative in displaying program schedules, which are better read than comics

BY MARCIA RUTH
presstime staff writer

Television may be newspapers' biggest competitor for the advertising dollar, but in a kind of ironic truce with TV, daily newspapers are competing vigorously with national and local guides to keep viewers plugged into what's on the tube.

Ninety-eight percent of U.S. households have television sets, with 40 percent of them wired for cable. And about two-thirds of U.S. newspaper readers say they "usually read" the TV program listings in their daily paper, according to the Newspaper Advertising Bureau. That makes TV schedules one of the best-read items—ahead of such features as sports, comics, editorials, and business and financial news.

While it used to be a simple matter for newspapers to publish the schedules for ABC, CBS, NBC and PBS, the expanding array of cable channels has forced newspapers to develop more efficient ways of displaying their TV listings. And instead of a single competitor for listings—the weekly TV Guide magazine—newspapers are now running up against a proliferation of monthly program guides issued by cable companies.

Hesitant at first, U.S. dailies in 1983 stepped firmly into the role of presenting comprehensive cable listings, spurred by the demise of Time Inc.'s TV-Cable Week magazine and by the prominent display given cable schedules in the new national daily, USA Today.

"The cable picture has been changing so rapidly it's kind of mind-boggling, but newspapers as a whole are truly going all out for cable," says Abbott Tessman, "newspaper ambassador" for National TV Log, which places ads on newspapers' television pages and in their TV books.

If there is a common thread in newspapers' commitment to include cable, it is change. Weekend TV supplements and daily listings appear to be under almost constant review as papers struggle with two major problems: which of the multitude of cable channels to present, and how to present them so readers will not become confused by the growing number of choices.

"Readers want larger type, full-size grids, postage-stamp-size books and no page turning," remarks one harried researcher at a major metropolitan daily that is contemplating yet another revision of its format for TV listings. "I don't think there is a way to wind up with a compromise that will alienate as few readers as possible."

Cities with no cable hookups may be ringed by suburbs served by a multiplicity of cable systems—and the metro paper must serve both constituencies. Readers with cable want even more extensive listings; readers without cable resent picking through columns of cable-only program notes to find the broadcast networks' offerings.

Moreover, some selective viewers only want to read highlights on particular programming, while others, who are going to watch several hours of TV no matter what is on, want the running log listings.

As a baseline, most dailies now provide listings for pay-cable "super channels" like Home Box Office, Cable News Network, and Entertainment and Sports Programming Network. Some papers select only the cable programming common to most of the different systems in their circulation area.

In a newspaper market served by several local cable companies, another approach is to publish zoned TV magazines

for the Sunday edition while running a uniform listing during the week. The Charlotte (N.C.) Observer, for example, distributes six zoned TV books on Sunday.

The Dallas Morning News selects some cable listings on the basis of reader interest and also makes a special effort to include channels "with constantly changing programming that require a daily listing," says Lindsay W. Heimsen, editor of the Sunday TV magazine.

In fact, the newspaper's frequency of publication is one of its great assets in informing the public about what's going to be on TV on a given day, both cable and broadcast. If the White House announces on Monday that there will be a televised presidential press conference on Tuesday, the Tuesday paper can reflect that change in network scheduling. "The daily newspaper is the last bastion of accurate television listings," says Theodore P. Zoli, chief operating officer of Torrington/Tribune Data, one of three major firms supplying TV listings to newspapers and other publications.

The vast majority of newspapers obtain the listings, both broadcast and cable, from one of three companies: Torrington/Tribune Data, a Glens Falls, N.Y.-based joint venture of Torrington Industries Inc. and Tribune Media Services Inc.; and two firms which are part of the E.W. Scripps Co. subsidiary United Media Enterprises—Tele-Log of Atlanta and TV Data of Glens Falls.

Torrington specializes in major metropolitan areas, where 36 newspaper clients list an average of 25 channels daily and 56 in Sunday guides. The exclusively electronic delivery of the listing data costs from $150 to $1,000 a week, depending on the complexity of the listings.

TV Data sends listings to about 1,600 clients, including daily and weekly newspapers, shoppers and cable magazines. About 70 percent of the listings are delivered as camera-ready copy, but transmission by a telephone modem or by national wire services is growing in popularity.

Tele-Log caters to smaller publications without the equipment needed for electronic delivery. It sends camera-ready listings to 427 dailies, 687 weeklies, 358 TV booklets and 102 shoppers.

Format Changes. As for presentation, many papers have followed the pattern of a recent revamping of TV listings in The Miami Herald. Augmenting the traditional "rolling log," which lists programs consecutively by time period, the Herald now prints a combination of prominently displayed "grids," so readers can locate

Selective viewers want only the highlights, while others want detailed, running-log television listings.

shows quickly, and "breakouts" of programming highlights or special offerings [presstime, Nov. 1981, p. 51].

The Herald's newly designed Sunday television magazine also tackles another problem brought by cable—program repetition, particularly of movies. Up front, the magazine carries descriptive paragraphs about the week's 300 or so cable movies, listed alphabetically by title; in the back, the daily running log lists only the title.

The Washington Times, which is in the process of revising its TV listings, sets movies and news apart by color coding—red and blue tints, respectively.

Even more of a logistical nightmare than movies is the challenge of listing locally generated cable programs. Conceding that for most newspapers this is a "lost cause," Paul D'Ari, director of information services for the National Federation of Local Cable Programmers, says members of that organization rely more on cable systems' monthly guides than on newspapers' listings.

Along with the problems of channel selection is channel identification. In areas served by multiple cable systems, the same broadcast station can be given a different channel number by each cable system picking up its signal.

This leads to publication of conversion tables showing readers how channels are numbered. With space considerations, however, some papers zone them by regions or run the tables only on weekends.

The latter approach is currently under review at the York (Pa.) Daily Record. As things now stand, with conversions only in the weekend book, "people using the daily listings are kind of stuck," says Gloria Jean Fogel, who arranges TV listings for the newspaper.

When newspapers do provide conversion charts, they don't always enlighten. After a review of cable listings for Gannett Co. Inc. newspapers, Executive Vice President and Chief News Executive John C. Quinn commented that "many [of the conversion tables] were so confusing the reader should have been provided with another guide explaining the guide."

Research limited. Although most papers are continuing to expand coverage of what's on television, shifting from one form of presentation to another in an effort to keep abreast of the latest in programming and graphics, there is little research to guide their efforts.

"There just isn't a lot of information on this. A lot of people are flying by the seat of their pants," says Guido H. Stempel III, professor of journalism at Ohio University at Athens and editor of Journalism Quarterly magazine.

Some smaller papers, confronted with the large amount of space needed for comprehensive coverage have simply retrenched to partial listings, leaving the field to larger dailies.

One paper that abandoned a short-lived attempt at comprehensive cable coverage is The Alexandria (Va.) Gazette. Scotts Publisher and Editor-in-Chief George Mair: "My prediction is the major home television activity that will be commonplace will be changing channels. People will be sitting there with their remote switches. If it takes 30 seconds to switch, by the time they get through 120 channels, the hour will be over."

Other papers, like The Peru (Ind.) Daily Tribune, are encouraged by their efforts to provide ample TV information. In a recent survey, the Tribune found that 71 percent of its readers report using it for TV listings, while 20 percent consulted TV Guide and 9 percent relied on another newspaper.

Some observers suggest that the move toward comprehensive program listings will not provide the ultimate answer. "One guide is probably never going to do it. What we're seeing is the emergence of different sources," says Vernone Sparkes, professor of journalism at the S.I. Newhouse School of Public Communication at Syracuse University.

"Where we are going to see the greatest growth," Sparkes says, is in special promotional materials distributed by the cable systems themselves, particularly through the mail.

On-screen promotion of specific programs is also on the rise. And just coming into view is interactive technology allowing viewers to call up programming information for a select time period.

However, publishers may be reassured by the prediction of Dennis C. Campo, national marketing director of TV Watch Inc., a United Media service that transmits a three-hour "window" with TV listings for about two million cable subscribers. He says the day when TV can replace the newspaper as the provider of complete listings is "years away."

Drug Abuse

Newspapers find they have a problem much like most other businesses

BY CLARK NEWSOM
presstime staff writer

Drug use is becoming more prevalent in the newspaper business, just as it is in most other industries. That's the grim assessment from people like Dr. Wayne O. Buck, medical director of the Los Angeles Times, and Thomas J. Hudson, manager of the employee assistance program at the Philadelphia Inquirer and Daily News.

Buck warns, "The problem is rampant across the country."

Hudson says, "It's epidemic. We're not getting too many alcoholics any more, but we're picking up all kinds of drug problems. It's especially prevalent in the 35-and-under age group. People are doing combinations of drugs—we call them 'chemical gourmets.'"

At another metro daily, only recently did management grasp the severity of the drug problem among workers, according to one executive, who requested anonymity. Now steps are being taken to address the problem, he added.

That has been the pattern at other papers, too: a slow realization of a drug problem among employees, followed by an attempt to detect people involved, followed by efforts to help them through an employee assistance program (presstime, Sept. 1980, p. 40).

For newspapers as well as all other industries, the stakes involved in dealing with the drug problem are tremendous.

Drug use is costing the United States more than $100 billion a year in lost production, on-the-job accidents and increased insurance premiums, experts say. In the national work force, 10 percent are believed to be either alcohol or drug abusers.

Ian Rook, nurse/loss prevention coordinator at the Chicago Tribune, says that "any mood-altering drug affects job performance."

Even marijuana, probably the most common non-alcoholic drug used in American society, "affects perception," notes Hudson. "It can be very dangerous for those working around machinery."

Hudson also points out that where there are drug addicts, "there is more stealing going on."

Buck of Los Angeles puts it this way: "The chemical abuser will, at some point, have to deal drugs, steal or sell sexual favors to maintain a drug habit." He adds that marijuana and drug paraphernalia have been found at the Times, and that "if it's happening here, it must be happening at other newspapers."

In presstime interviews with executives at 19 newspaper companies, no department was singled out as having the greatest drug-abuse problem. "It has nothing to do with the work the department performs," says Buck. "The concentration is more related to leadership and supervision. It occurs where you have immature supervision . . . where the leadership—foreman or supervisor—can't deal with hard problems."

But the problem is by no means limited to rank-and-file employees. Buck noted in a column published earlier this year in the Times' internal newsletter, Among Ourselves, that management employees at the newspaper also have been found to be drug users, and that one of every three cocaine users in America has a management job.

"Drug use is increasing because the supply has increased," notes Buck, who also serves as medical director for the Times' parent company, Times Mirror. "Another reason is that dealers are more sophisticated."

The Times has more than 8,000 full- and part-time employees, not including delivery agents and carriers. Because "we employ from the society around us, we have the problems of society," Buck says.

A societal problem. That theme is echoed by many others in the newspaper business: that a newspaper is a microcosm of the world around it.

"Anything that goes on in the city goes on in the company," notes Hudson of the Philadelphia dailies. "We're a chemically oriented society."

"Our employees mirror society as a whole," says Lawrence A. Wallace, vice president of industrial relations for The Washington Post.

"The problem is out there, and the newspaper business is no different than any other," comments Cynthia Dunbar, manager of the Post's health center.

"Drug usage in the newspaper industry is no different than any other industry—it's common in society," says Elmer C. May, employee relations manager of The Houston Post. "We're no worse off than people who work in other manufacturing plants."

While alcohol abuse is still cited as newspapers' "number one" chemical-dependency problem, alcohol and drugs are intertwined. "Drug abusers use alcohol," notes Buck.

Similarly, at The Seattle Times, where "up until three or four years ago it was purely an alcohol problem, now people are going in for both," according to Personnel Manager Thomas C. Bryan.

The Houston Post's May says a combination of marijuana and beer-drinking on lunch breaks is the most common substance-abuse problem at his paper. He says he gets suspicious whenever he sees groups of people clustered together, smoking.

As for alcohol, he says, "We do have a greater problem with drinking—mostly with night-side production workers—than other industries. The volume of beer cans we pick up around our plant shows it. But lately it has slowed down. We no longer have the sports reporter with a bottle in his desk drawer like we did in the early '60s."

At the Providence Journal and Bulletin,

Senior Vice President/Personnel Charles N. Mock reports that drug abuse there "is a problem but not as bad as the alcohol-abuse problem. We've had excellent results with our employee assistance program" for problem-plagued workers.

Types of drugs. Newspapers contacted by presstime reported—not surprisingly, because of what's happening in society generally—the increase in cocaine use among newspaper employees is particularly troublesome.

"We're seeing more cocaine users now than we ever saw," reports Glenn Horstman, chemical dependency coordinator at the Minneapolis Star and Tribune.

In 1983, an estimated 60 metric tons of illegal cocaine came into the United States, according to David Hoover, a spokesman for the U.S. Drug Enforcement Administration. That was 10 million tons more than the year before.

"Cocaine is the drug of choice right now," says Hoover. "Where it used to be confined to the big cities, it is now readily available in all markets, including rural areas."

According to a 1982 national survey by the Rockville, Md.-based National Institute on Drug Abuse, there were 4.2 million regular or "current" users—people who had used cocaine in the past month—and 12 million users, that is, those who had used the drug in the past year.

Jeffrey F. Shore, operating supervisor of an organization called 800-COCAINE, says that since that toll-free, 24-hours-a-day hotline was hooked up a year ago to help people with drug problems, more than 350,000 calls from all over the country have been received. "Cocaine is gaining in use. We're seeing an epidemic," comments Shore, whose project is affiliated with Fair Oaks Hospital in Summit, N.J.

Shore says that most callers are seeking information rather than a source of treatment. "People don't know they can die from using cocaine."

Next most frequent are calls from people asking how to ascertain whether they are addicted to the drug. "The signs are nosebleeds from snorting, missing work and spending much too much money," Shore says. "The typical addict is about 30 years old and making a salary of between $25,000 and $50,000. The number of women using cocaine is increasing. Now it's close to 50-50."

Shore reports that the average cocaine user spends between $450 and $500 a week on the drug, "more if they're free-basing"—a process by which the drug is made into a paste and heated in a glass bowl so that the vapors can be inhaled.

Of the growing number of calls to hotlines like 800-COCAINE, Dr. Ronald D. Wynne, director of the Washington (D.C.) Cocaine Program, says it means one of two things: "Either more people are using cocaine or people are getting more willing to seek help."

Wynne, coauthor of the book *Cocaine: Mystique or Reality*, says the cost "depends on what part of the country you're in and the social group you're in. It could cost $1,200 to $1,500 a week in Los Angeles."

In that city, Buck says he recently counseled an employee who owed $20,000 to his cocaine supplier. Another Times employee engaged in prostitution to pay for her habit. "Cocaine is the Cadillac of drugs, most commonly snorted and used by the well-to-do," he says.

"Marijuana use is the most common because it's cheapest and can be grown locally," Buck adds. "It's the largest cash crop in California."

C. David Rambo

Alcohol and drugs are often intertwined.

"We know we have people on drugs," says Dr. Harold L. Method, medical director of the Chicago Tribune. "They come in for other reasons . . . their behavior is abnormal."

But other types of drugs are also in evidence among newspaper workers, executives say—codeine, barbiturates, Quaaludes, amphetamines, PCP and even heroin.

Earlier this year, Buck notes, a Times employee under the influence of PCP entered a restricted area at the newspaper and had to be subdued by a team of 14 security and police officers.

Detection, treatment. Drug abuse presents a special challenge because "it is relatively easy to take drugs into the workplace compared with alcohol," observes Dr. J. Michael Walsh, chief of the behavioral pharmacology branch of the National Institute on Drug Abuse.

Buck says, "We don't always recognize drug abusers. Alcohol can be detected by smell, the way a person walks. The signs of drug use show up in advanced cases."

For example, he says he recently saw an employee suffering from nosebleeds because cocaine had eaten away his nasal membranes.

"We know we have people on drugs," says Dr. Harold L. Method, medical director of the Chicago Tribune. "They come in for other reasons . . . their behavior is abnormal."

The only way to catch drug use early, experts say, is by analyzing urine samples. The New York Times began such testing in 1972 as part of physical examinations for new employees. "We do not have a (drug) problem here now," says Dr. Howard R. Brown, medical director. "Before we did screening, we had a lot of young people using drugs." He notes that older workers, "45 or more," are not experienced with drugs.

However, few other papers have such screening programs for newly hired workers. And none of those contacted for this story do routine testing of established employees, because of the lack of laboratory facilities, the cost of outside analysis, and—perhaps most important—the inconvenience, disruption and resentment company-wide testing would involve.

One approach that is gaining momentum is to educate managers to the telltale signs of a drug situation.

Last March, the Chicago Tribune began a program of four-hour seminars for managers and supervisors to help them in detection. "They are advised not to diagnose but to look at job performance," says nurse Rook. "If job performance is falling off, they can suggest that (suspect workers) see me. The manager's job is to manage, not to turn into a counselor of any type."

The Washington Post's Dunbar says, "The key is to have the supervisors tuned in and aware of what's going on with their employees."

However, Robert A. Kahlor, president of Milwaukee Newspapers Inc., cautions that the front-line supervisor who detects a drug problem should not attempt to solve it. Rather, the matter should be referred to the personnel/human resources staff, he says.

In that way, the afflicted employee can be referred to the in-house assistance program or to an outside treatment facility. Normally, such treatment is covered by a company's group insurance plan.

Not universal. Despite the increase in drug use in society, some papers have been fortunate enough so far to have escaped most of the ravages of this contemporary plague.

Roger C. Schoemaker, vice president of Booth Newspapers Inc., reports only two known drug-abuse incidents at the group's eight dailies in Michigan. They involved both blue-collar and white-collar employees and occurred within the last year.

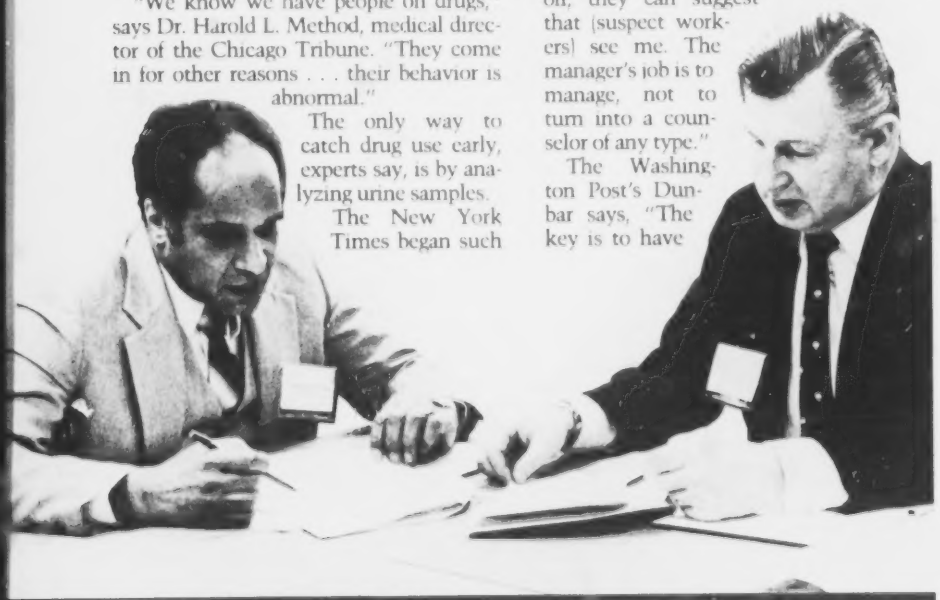
"One went through a voluntary rehabilitation program covered by our group insurance plan and is back on the job," he says. "The second is now undergoing rehabilitation."

At The Miami Herald, President and General Manager Beverly C. Carter says, "It (drugs) is not as serious a problem here as it has been at some newspapers, but we do have some of it. Our security force cracked down on it. People were passing joints around in the parking lot. We fired one guy who was supplying marijuana. . . .

"One of the things we have going for us here is a stable work force," Carter says. In addition, "We've tried to keep our supervisors informed about what to look for. We're in better shape now than five years ago. It's been a combination of our internal security group and our employee assistance program. We have a very tough policy in terms of anyone using drugs at work. It's a combination of being tough and offering assistance to people."

And one medium-size paper, the Wichita (Kan.) Eagle-Beacon, has seen no indication at all of a drug problem among its employees.

James P. Spangler, director of employee relations, says, "While we know that illegal drug usage exists in the Wichita area, to date it has not been a problem among our employees. Probably illegal drug usage is somewhat less in this part of the country than in the more metropolitan areas. We try to be alert to the possibility of it becoming a problem, and if it does, we'll take appropriate steps to deal with it." □



Drs. Brown (left) and Buck compare data at meeting in Reston, Va.

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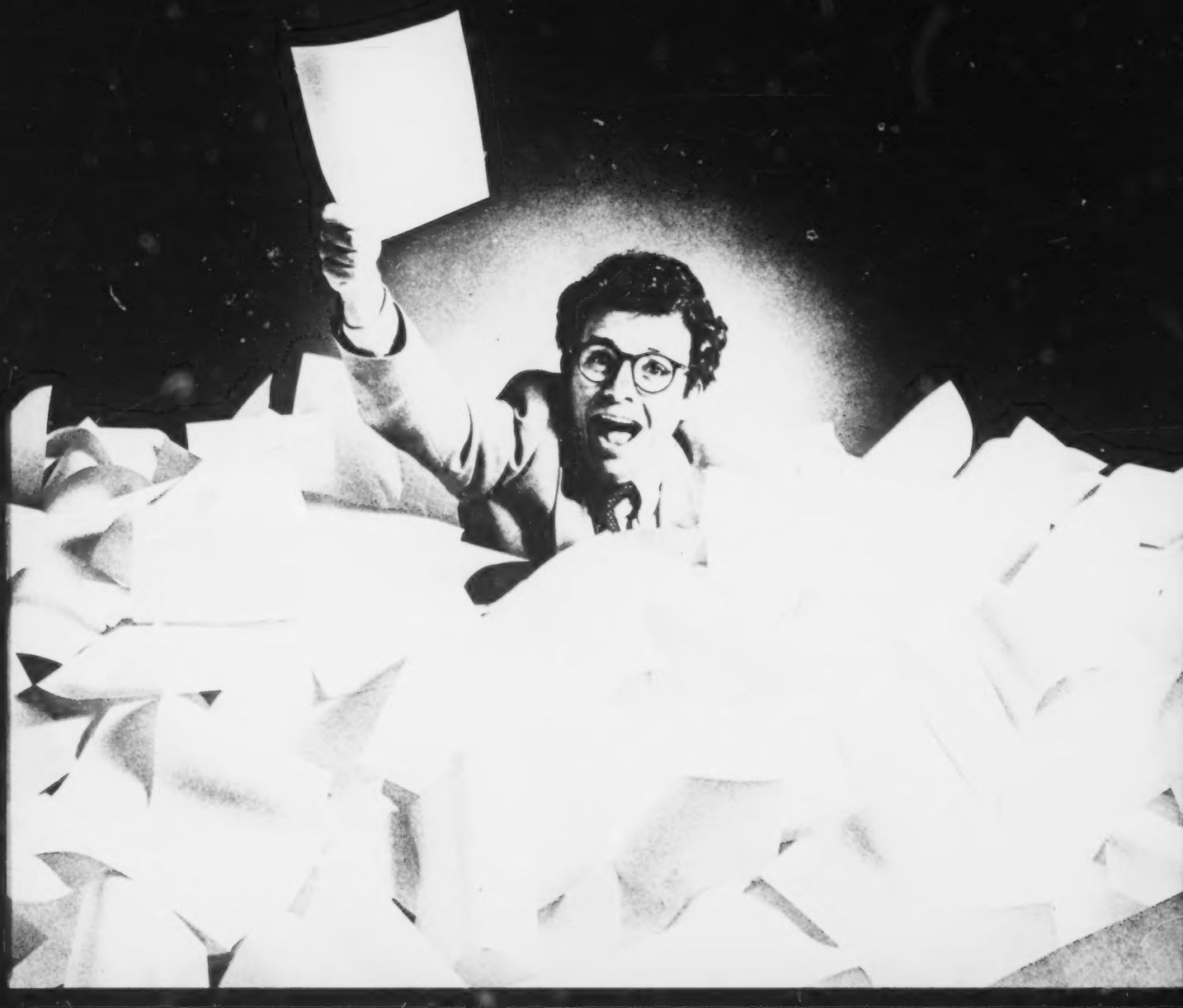
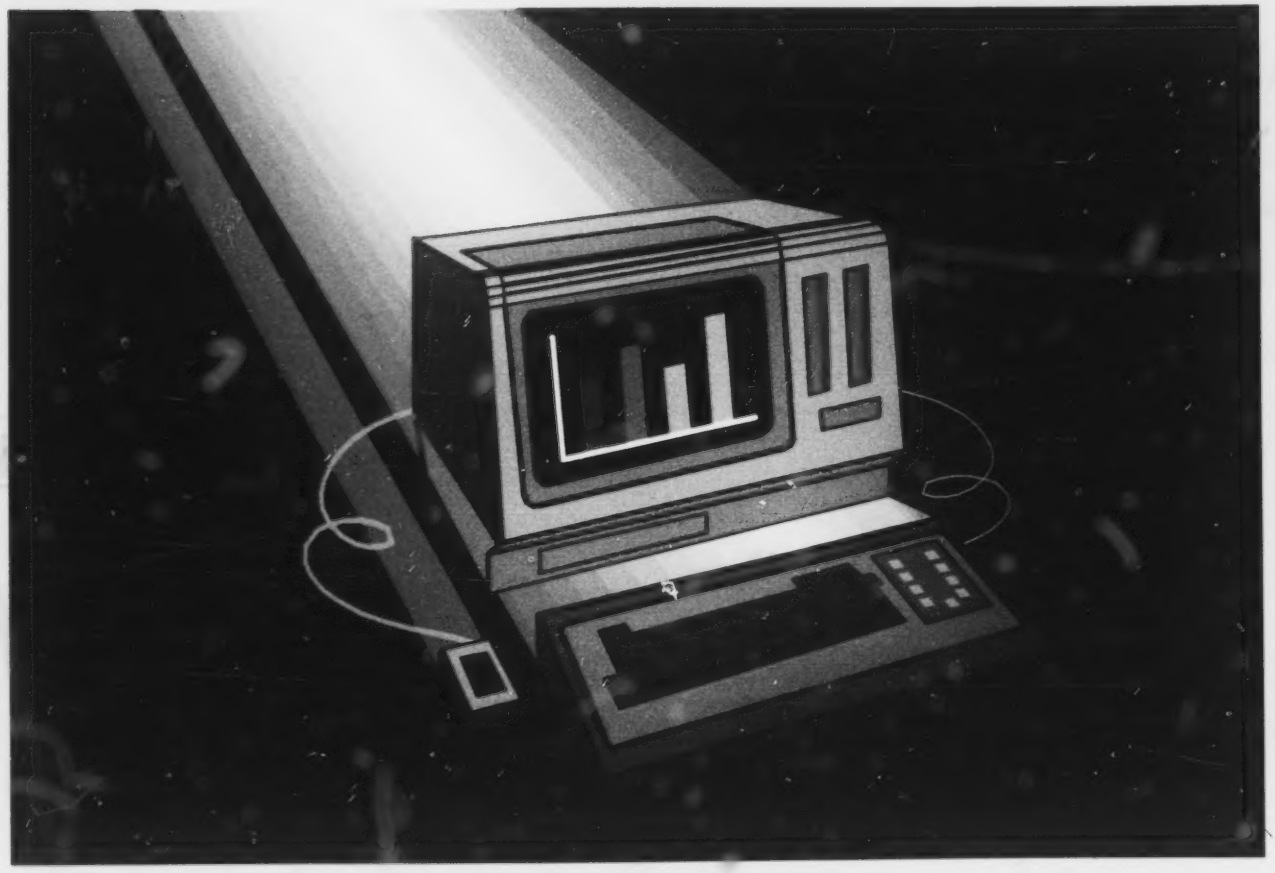




THE FUTURE IS NOW

PERSONAL COMPUTERS

How newspapers are using the versatile devices

BY PAUL KRUGLINSKI
presstime technical writer

James Nelson, a 15-year-old Lawrence (Mass.) Eagle-Tribune carrier, decided there was a better way to market himself to the customers on his paper route. Using his family's Digital Equipment Corp. personal computer for about half an hour, he wrote a software program to maintain his files on some 40 subscribers. From that electronic list, he creates a personalized form letter that replaces the standard monthly bill.

His subscribers have taken to the new approach, the enterprising carrier reports. "A nice little letter explaining (the subscriber's) bill is better than a plain piece of paper," he notes. Without the computer, it would take several hours to write similar personalized letters.

Young Nelson's use of a personal computer is but one example of how the devices called "PCs" are finding their way into and changing the nature of the newspaper business.

Many newspapers are using off-the-shelf personal computers for traditional, text-entry functions in remote locations. Others have discovered more innovative uses, ranging from storing a food editor's recipes to receiving obituaries directly from a PC-equipped funeral home.

Moreover, a survey conducted last fall by the Institute of Newspaper Controllers and Finance Officers found that newspapers were using PCs for a variety of non-newsroom functions—such as monitoring finances, analyzing circulation, keeping subscriber/non-subscriber lists, checking productivity, and controlling inventory and production.

As they find just how practical PCs are to everyday operations, newspapers are discovering imaginative ways of using software (programs) and changing hardware (the computers themselves) that the original designers never dreamed of.

In fact, personal computers are so popular with newspaper executives that negative comments about the adaptable devices are rarely heard. However, there is growing concern that the popularity of the PCs itself is becoming a problem. With many different people in a newspaper using devices made by many different firms and relying on many different kinds of software for operation, the results could be chaotic. One systems editor believes the proliferation of PCs already is "running amok." The challenge is to coordinate the introduction and use of the machines and to make them compatible with one another.

In addition to the compatibility problem, front-end-systems vendors, who are beginning to recognize the challenge from the PCs, note other shortcomings. Their dedicated front-end terminals, at least for the moment, hold an advantage over PCs, they maintain, because they are an integrated part of a system designed to do one thing very well—produce newspapers. On the other hand, the vendors realize that some newspapers are willing to forego some front-end terminals' bells and whistles to save money with PC terminals, which cost anywhere from $1,300 to $5,000, and to get the versatility of PCs used with off-the-shelf software.

Hence, at least two front-end vendors are considering developing their own personal computers or entering into original-equipment-manufacturer agreements with firms now marketing PCs.

The PC evolution in the newspaper business doesn't surprise many systems editors or data-processing managers because newspapers have always been technological innovators. As G. Michael Jones, director of information systems for Knight-Ridder Newspapers Inc., points out: "Newspapers are very avant-garde in the introduction of computers."

There are essentially three computer categories: The expensive mainframes consist of a central processing unit with huge memory-storage capacity and support large numbers of video display terminals; the minicomputers also are systems using a central processing unit with VDTs but are less expensive than mainframes and perform many of the same functions; and the microcomputers, the group to which PCs belong, are relatively inexpensive stand-alone computers containing their own small microprocessors and using their own software programs.

When PCs became popular, around 1980, the big-circulation newspapers had little need for them. Most of those metro papers had introduced advanced mainframe computers in the 1970s. They were already operating with high-priced front-end and business systems especially designed for newspapers. Another obstacle to PCs' introduction at metro papers, according to Jones and other newspaper executives, is that conservative, big-paper bureaucracies often inhibit experimentation with new technologies.

Without such bureaucratic shackles, smaller-circulation dailies and weeklies have been more innovative in early newspaper research into and application of PCs, particularly as writing and editing terminals. Metro dailies are only now catching up.

According to InfoCorp, a Cupertino, Calif.-based market research firm, 10.4 million personal computers were in use in the United States at the end of last year. Nearly 5.9 million were sold in 1983 alone.

For the first time this year, ANPA polled its membership on the use of PCs at newspapers. More than half of the approximately 600 respondents said they were using PCs, but the exact number in use in the industry is unknown.

As personal-computer manufacturers like Apple, IBM, Wang and Tandy became household words, a similar proliferation occurred in the number of developers of PC software—the programs and systems that make PCs do what mainframes and minicomputers had done previously.

There are more than 2,000 software packages that can run on the IBM personal computer alone, and some estimates put the total number of programs being mar-

Kenneth Bronson of Stauffer Communications puts Macintosh PC to work while Topeka Computer Patch store manager Scott Allen looks on.

Arne Glasbourg

United Press Canada reporter Warren Perley uses a Model 100 PC to cover ANPA Convention, as UPC reporter Bob McConachie watches.

keted for PCs at 40,000. More than 250 different companies manufacture personal computers.

And the machines themselves—the so-called hardware—are evolving. The microprocessors at the heart of PCs have been developing exponentially in power and speed. The 8-bit microprocessing chips used in the first PCs are increasingly being supplanted by the more advanced 16-bit and 32-bit chips. Silicon-chip manufacturers are giving the devices even greater versatility, and the drive toward the next super chip continues.

Each advance in silicon-chip technology allows PCs to better emulate functions previously done only on mainframes and minicomputers, which has some newspaper people questioning the need for the latter systems. One small-newspaper publisher who plans to install an editorial system using PCs, George W. Wilson of the Concord (N.H.) Monitor, states flatly: "Any small newspaper that buys a front-end system is crazy."

Changing news gathering. Personal computers first cracked the newspaper business a decade ago with the introduction of the portable terminal. The advent of Teleram Communication Corp.'s P-1800 portable terminal in 1974 gave newsroom personnel the ability to cover *and* file stories while physically removed from newsrooms and bureaus. Since then, Teleram and other firms have introduced cheaper, faster and more powerful machines.

Today, the low-priced portables such as Radio Shack TRS-80 Model 100, with its integrated word-processing software and telecommunications capabilities, has fed that freedom and is changing the way many news events are covered. More and more reporters—and editors—are finding that they no longer are glued to a desk, that portables are giving them freedom previously unknown.

Teleram's early portables, which weighed about 10 pounds, were reliable computers with small screens, conventional keyboards and acoustic modems, which are the devices that make possible the transmission of stories over telephone lines. A sports writer, for instance, found that he or she could write about a game while covering it, then send the article back to the newsroom during or immediately after the game.

Additionally, portables saved money because often papers found it no longer necessary to pay for mileage and for the reporter's wasted travel time back to the newsroom to write the story.

However, the machine's original $5,000 price tag had editors stretching their collars around budget time.

But as with most high-technology developments, innovation and time tended to bring down prices. Thus, the next stage in the liberation of the reporter began about three years ago when Tandy Corp. introduced the Model 100 portable computer. It weighs a mere four pounds, is small enough to fit into an attaché case, and packs word-processing software, a modem and an adequate liquid-crystal display for text. Although the devices have not sold particularly well to the general public, newspapers, in droves, are now purchasing scores of Model 100s—at one-tenth the price of the early Teleram portables.

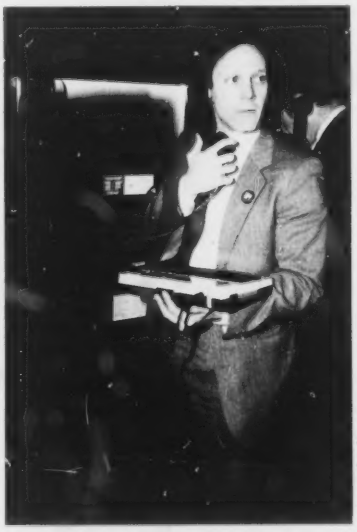
The Wall Street Journal purchased 275 Model 100s for its 400 reporters, even though the newspaper has yet to install a front-end system for its newsroom. "They've made reporters' lives a lot easier," says Executive Editor G. Frederick Taylor.

Most editors are high on portables and their application in the newsroom.

"I think portables will make a reporter more mobile and provide more time to complete better stories for readers," observes Leonard R. Brown, executive editor of the Beaver (Pa.) County Times.

Max Jennings, executive editor of the Mesa (Ariz.) Tribune, predicts that in the not-too-distant future every reporter will carry his or her own portable, which will be programmed to meet the specific needs of a particular beat.

But although there may be more reporters afield down the line, few editors see reporterless newsrooms in their crystal balls.



Arne Glasbourg

UPC's Perley phones in story.

"If you pull down the strength of your newsroom," says James K. Sunshine, systems/associate editor of the Providence Journal and Bulletin, "you won't have someone to cover the unexpected."

There are further technological advances being researched that stand to provide journalists with still greater flexibility and to liberate them further from newsrooms.

With the advent of cellular radiotelephones, executives at Associated

Press believe it is possible to combine the mobile telephone with the portable computer [presstime, May, 1984, p. 14]. The combination would allow reporters to transmit stories on events far from an available telephone hookup—from a plane crash scene in an open field, for instance.

Extended application of the portable is being tested in many ways. The Record of Hackensack, N.J., for example, has just installed a Model 100 in a local funeral home to determine the feasibility of having funeral directors file obituaries directly into the paper's Atex mainframe, and a similar arrangement is under consideration in Louisville.

"It will make the funeral homes more responsible for their copy, and they will be able to send in the obits at their convenience," says Paul Schulman, The Record's news systems manager. The practice will decrease the amount of routine copy and the number of telephone calls newsroom clerks will have to handle, he notes, adding: "If it works, we'll be doing it at a number of funeral homes" in Northeastern New Jersey.

The Record's use of a Model 100 at last winter's Olympic Games in Sarajevo, Yugoslavia, underscores the telecommunications capability of portables. The evening daily served as the central paper among several in pooled coverage of the Games. The Record's pool reporter sent stories from his portable via telephone directly from Yugoslavia to the Atex mainframe in Hackensack. Editors there used another Model 100 to pull up the story and send it along to other members of the pool.

As the exploitation of portables for newsroom applications continues, the competition is stiffening. Sharp Electronics Corp., Olivetti Inc., Hewlett-Packard Corp. and Nisson Electronics Corp., which have all introduced their own portables, are increasingly nipping at the heels of both Teleram and Tandy.

Given the availability of portables, their low cost and their productivity advantages, some people believe the portable will become as much a newspaper fixture as a growling editor. As Knight-Ridder's Jones points out: "Once a reporter's used a four-pound terminal, it's hard for him to go back to anything heavier."

Emulating front-end systems. Although portables paved the way for PCs in the newspaper business, much of the attention today is focused on the immobile, desk-top computers that are establishing themselves at some newspapers as viable alternatives to the mainframe system. These are the stand-alone PCs that are showing up in homes and businesses throughout the country.

They first appeared at newspapers in 1980 as text-entry and editing terminals [presstime, Sept. 1980, p. 35]. With some software and hardware alterations, systems editors and programmers have found they can make Tandy and Apple PCs perform many of the rudimentary text-entry functions more expensive front-end terminals were designed to do. The number of newspapers using them in this way continues to grow.

Moreover, the personal computer can be used interactively with different software, performing a variety of tasks many front-end terminals can't handle. The Los Angeles Times' use of a PC to process and file all the recipes its food editor receives is but one example.

As David H. Reiley, business manager for Somerset Newspapers Inc. of Somerset, Pa., observes: "It's up to one's imagination what one can do with a personal computer."

Some of the more imaginative, productive and cost-effective applications are occurring within the Atex Users Group, an association of newspapers that use front-end systems marketed by Atex Inc. Because a software package developed at the

Reporter Paul Smith of the Army Times News Service uses a PC installed at the Pentagon to write and file stories.

Providence dailies allows IBM PCs to have two-way interaction with the Atex mainframe computer, newspapers with Atex systems are able to purchase the less expensive PCs for replacement or expansion. The Providence papers recently purchased 50 IBM PCs for this purpose. Atex is expected to announce development of a software package that will make certain PCs automatically compatible with its system.

Additionally, two former Atex programmers wrote a word-processing software package, XyWrite II, which runs on IBM and IBM-compatible PCs and resembles the Atex software. As a result, about two dozen of the 120 Atex Users Group newspapers are using XyWrite II and the Providence-developed interactive software for editorial functions on their PCs.

The Times Journal Co., which publishes Army Times, Washington, D.C.-area suburban dailies and other publications, is showing how PCs can be exploited for their power and flexibility. Within the last year, the firm moved its newsroom from downtown Washington to Springfield, Va., which tacked on 12 miles of travel for reporters covering the federal government.

The company installed IBM PCs with dual-disk drives in the Periodical Gallery of the U.S. Capitol, in the Pentagon press room and in other locations. Although the locations don't have shingles hanging outside them, they are essentially remote bureaus, explains Bruce E. Covill, manager of newspaper systems.

On each PC, one of the disk drives is dedicated to holding the operating software while the other is used just for holding stories. Hence, Covill points out, the reporters can carry around the disk holding an incomplete story and finish it at another site equipped with a company PC.

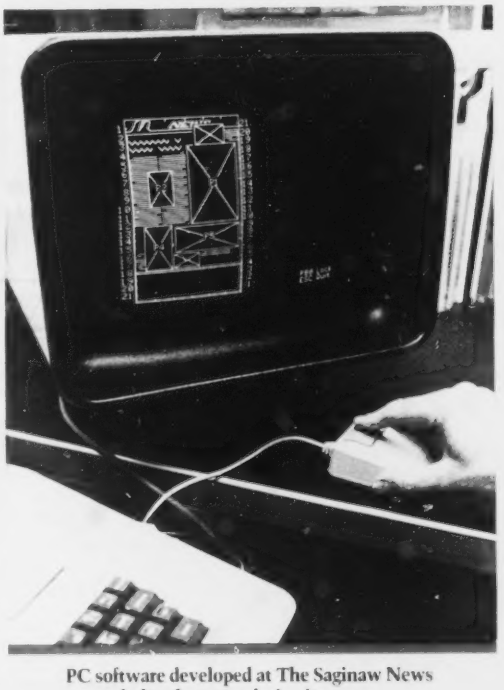
Covill's project with PCs has changed reporting life at the Capitol. Until Times Journal sought permission to put a PC in the Periodical Gallery, Capitol Hill policy had banned their use by reporters. Under an agreement reached with officials of the Periodical Gallery, Times Journal was authorized to install a PC; any reporter could use it, but Covill's staff had priority. The IBM PC proved so popular among reporters that the gallery itself installed two more of them, and Covill reports that all three are being used continually to file stories.

The proliferation of PCs also allows reporters and editors with

compatible machines literally to take their stories home either on a floppy disk or by using modems to gain access to the mainframe computer at the newspaper. Furthermore, such PCs with modems have resulted in the creation of "cottage" journalism, where critics, columnists and stringers no longer have to physically report to newsrooms.

A good example is at the Providence newspapers where 10 reporters sometimes use their own home PCs to file stories. Also, the papers have issued PCs to some editors for their use at home during non-work hours or during recuperation from illness, according to Systems/Associate Editor Sunshine.

In addition to their flexibility and productivity, PCs used as remote terminals result in net savings to the newspaper because they are $1,000 to $2,000 less than remote terminals manufactured by front-end vendors. If a newspaper were to purchase even less expensive, IBM-compatible Eagle PCs, as The Bradenton (Fla.) Herald did, it could realize an additional savings of $600 per unit, excluding any other discounting.



PC software developed at The Saginaw News helps the paper design its pages.

"PCs are an excellent tool for doing lengthy magazine-type articles," Times Journal's Covill says. "They are an extremely cost-effective machine for text input."

"We were able to afford to buy more terminals," Providence's Sunshine says, because of the cost savings, and thus improved the "machine-to-reporter" ratio to nearly one to one.

Another advantage of PCs is that because they are "intelligent," that is, contain their own operating software, they are more reliable compared with the "dumb" terminals. If the main computer system fails, reporters can still enter and edit text on their personal computers. Also, PCs' stand-alone ability allows them to be used for editorial analysis without tying up the mainframe's power.

In addition to reliability, PCs can boast of flexibility—much of which is due to the cornucopia of off-the-shelf application software available. In many cases, it is merely a matter of inserting software diskettes or storing packages on hard disks to allow an editor at his PC to switch from text-editing to management-analysis.

At the Mesa Tribune, Jennings uses an electronic spreadsheet, which mimics traditional models used for forecasting financial performance, to help him formulate the budget for his department. The program is an aid in determining whether he can hire another writer for the sports section or send a reporter off to cover a political campaign. "It's been very effective in making those decisions," he says.

Moreover, Jennings points out, electronic spreadsheets, can be helpful when analyzing a local firm's 10K report, a political candidate's financial disclosure or a local government's budget.

The Tribune is also using PCs to create a data bank of contacts for reporters. Jennings believes the toughest job for the neophyte reporter is contacting the right person as an information source. If, for example, the reporter were doing a story about Spanish-speaking people who hang glide, he or she would search "Spanish" or "hang gliding" or both in the computer to find the person or people to contact.

The Beaver County Times has successfully used IBM PCs with electronic spreadsheets to cut costs and improve editorial productivity in covering local elections.

Before the PCs came on line, Executive Editor Brown had to use five or six accounting department employees and 12 reporters and editors to cover election-night results. Sometimes, depending on the magnitude of the election, he would have to hire additional part-time workers to staff the courthouse.

With two PCs, Brown was able to trim the staff to six for the April 10 Pennsylvania primary. "Instead of keeping track of the election results manually," Brown says, "we were able to input the figures directly into the personal computers and got the results in three minutes and 40 seconds. We no longer needed the assistance of the accounting staff, and it gave us about two more hours toward our deadline."

An added benefit was the ability to track the progress of the election itself. Before using the PCs, Brown could report only the final results of elections. Now, the newspaper tracks voting trends during the elections and reports on them the next day.

The Pottsville (Pa.) Republican, among other papers, is using PCs to compare voter registration with the election-day turnout.

Sports editors are discovering that off-the-shelf software allows them to keep comprehensive lists of statistics on teams and athletes more easily. And the data can be used interactively with graphics software to produce charts, graphs and lists.

Creating graphics. The expanding use of PCs to create graphics, many editors believe, will have an even more dramatic effect on newsroom operations than their use as text-entry terminals. While both AP and UPI are doing research and development aimed toward creating graphics on mainframes and minicomputers, the software and technology already exist to create graphics with PCs [presstime, Jan. 1984, p. 20].

"We try to create local graphics," says the Mesa Tribune's Jennings. "We run graphics every day, but it's a cumbersome process to create them." To solve the problem, Jennings is considering an experiment with either an Apple Macintosh or Lisa personal computer linked to the newspaper typesetters to create graphics.

The Pottsville Republican, according to Publisher Uzal H. Martz Jr., already is experimenting with a Lisa as a graphics-generating tool. But Martz would like to take the experiment a step further—using the Lisa as a central processor for the Macintosh each of his department heads would have.

Curt T. Leece, photographic editor of The Saginaw (Mich.) News, believes PC technology and software are advanced enough that editors can use PCs to make and store artwork (excluding photographs), thereby creating an electronic graphics library. "In a very short time, you're going to see digitized graphics stored on personal computers," he predicts.

Leece's involvement with graphics and PCs is by no means cursory: He wrote a software package for an Apple IIe that dummies pages. "It allows you to lay out pages electronically," he says. "You get a visual representation of a page that resembles a real page."

The program creates a facsimile of a page, with representations of headlines, captions, photographs and text. It calculates parameters, then draws a diagram of the page. Leece says the program runs rapidly and makes it easy for an editor to change the page's design.

The page can be kept in its electronic format or printed out on paper. Hence, the advertising department can dummy ads onto a page, then either send the file on to the editorial department or deliver a hard copy. "I wrote the program (initially) to assist me in doing graphics editing," Leece says. "It was done for aesthetic reasons."

As so often happens when someone writes software, the programmer finds that the original goal for the package has led to its use in other applications. Now, Leece is marketing the $300 package to journalism schools as a teaching aid. "The people who are really getting excited about the program are the people who are teaching newspaper layout," he says. "If you wanted to teach someone how to use a pagination system, you would use this program."

Taking care of business. Increasingly, personal computer application is spilling over from the editorial department into the business sectors. Some systems editors and data managers are applying newsroom innovations to such functions as classified advertising.

The Riverside (Calif.) Press-Enterprise is using its remote IBM PCs, XyWrite II software and modems, which were all initially used as editorial tools, to expand classified advertising capability. As text-entry terminals for ads, the PCs are used to communicate with the paper's mainframe. The ad is justified and sent back to the ad-taker in a remote location. The customer learns immediately what the ad will cost, and if a lesser charge is desired, he or she can edit the message accordingly.

On the financial side, newspapers are using retail hardware and software to improve productivity and to cut costs to a considerable degree, rather than eliminating personnel. More and more, PCs are nudging business systems as effective "number-crunching" tools.

At the last three INCFO conferences, sessions devoted to microcomputer application drew overflow crowds, according to Reiley of Somerset Newspapers. "The nice feature about the personal computer is you don't have to program the thing," he says. "Anything you can do with a pocket calculator, a pencil and a spreadsheet you can do with a personal computer."

There is no consensus among business and production managers as to which PC-program combination best fits the financial bill. Generally, the managers say, if the program gets the job done satisfactorily, it's the right package.

Newspapers are using Osbornes, Kaypros, Apples, Radio Shacks, Compaqs and IBMs among other personal computers. The business software being used include electronic spreadsheets such as VisiCalc, Lotus 1-2-3, MultiPlan and dBase II to keep tabs on the financial performance of newspapers.

Electronic spreadsheets are clearly the favored and most widely used business programs at newspapers. Probably their most important application is in financial forecasting, which the spreadsheet programs can do faster and more comprehensively than bulky paperwork.

Robert J. Kasabian, executive director of INCFO, points out that changing a budget manually means reworking pages of documentation—a tedious, time-consuming endeavor. "You change one percentage figure and the whole budget needs to be changed," he says.

But electronic spreadsheets give department heads the opportunity to revise budgets quickly and often. Managers can give more thought to financial planning because they are not fettered with manual bookkeeping.

For the manager toying with the idea of using microcomputers, Reiley recommends purchasing PCs for job-specific applications to avoid the "gee-whiz syndrome," where the machines are bought with no goal in mind. "Even if the computer becomes obsolete," he notes, "the job it does doesn't become obsolete."

Kasabian agrees: "My Kaypro II is a dinosaur. It doesn't have all the bells and whistles that newer PCs have, but it continues to do the job."

Electronic spreadsheets provide financial rewards beyond being able to turn out weekly, monthly and annual reports more quickly and comprehensively. For instance, some newspapers' personnel departments are using them to monitor vacation time, sick leave, payroll and health-care costs.

'Shoe' **By Jeff MacNelly**

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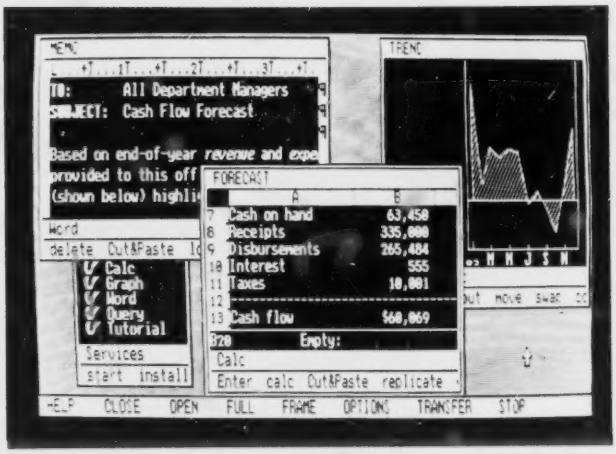


Window software holds great potential for newspaper applications.

PC software used in assembling lists is giving newspapers the ability to create data banks on bad creditors, carrier routes, subscribers and non-subscribers. PCs are able to help schedule work shifts and control inventories, such as newsprint, film and ink. And, increasingly, they are being used to monitor the runnability of newsprint.

"Personal computers have given us a lot better control of supplies," says Wesley Werner, systems supervisor for the Beaver County Times.

Somerset Newspapers uses its PCs to delineate figures on advertising, news content and circulation in its annual report to the U.S. Postal Service and to monitor the performance and productivity of its part-time inserters.

Advertising managers are finding PCs useful tools to generate graphs, charts and lists for advertising presentations.

"The versatility, price and ease of use make personal computers a tool that lets you work smarter," INCFO's Kasabian says, "not harder."

Looking at problems and promises. Some of the people within the newspaper business who have been watching the personal computer phenomenon have called it "an explosion."

A number of newspapers are actively encouraging their employees to purchase PCs by offering discounts on hardware or supplying software or both. The Minneapolis Star and Tribune, for instance, has a discount with a local computer store. If an employee purchases a PC, peripheral equipment or software through the newspaper, the paper passes along the 21-percent discount to the staffer. The newspaper can also purchase Model 100s for employees at 15 percent below list price and will upgrade a reporter's portable to 24,000-byte of memory storage at no cost.

Some dailies within the Atex Users Group provide the XyWrite word processing program to reporters who purchase IBM or IBM-compatible PCs.

Other newspapers, though, have found a need to monitor the proliferation of the devices, primarily because of the incompatibility problem among different PCs and with peripheral equipment.

"The proliferation of personal computers is out of control," says Covill of The Times Journal Co. "Right now it's running amok."

"PCs have cleared up a lot of backlog work," Knight-Ridder's Jones adds. "On the other hand, they've created a problem in managing and coordinating their use."

Knight-Ridder has approached the problem by limiting PCs that employees may requisition to Hewlett-Packards, IBMs, Model 100s, Apples and Lisas. The Los Angeles Times, in an effort to determine how PCs can best be used, has embarked on an 18-month study in 13 different areas of the newspaper organization. The results of that study will determine the paper's future PC purchase program. Other newspapers that have bought PCs have found it necessary to hold classes on the operation of the devices and their applications.

Still, PCs are certain to find many more applications in newspaper offices. "As newspapers become more electronic, personal computers become more useful," says Jim Bessen of Bestinfo Inc., a Philadelphia software company.

Front-end vendors such as Hastech Inc., Harris Corp., Atex and Systems Integrators Inc. are apparently recognizing that point. Almost without exception, the vendors acknowledge that there are few functions their own specialized terminals can do that PCs can't, and almost all are taking steps in one way or another to accommodate the off-the-shelf devices.

"I think the vendors are starting to see the handwriting on the wall," says Pottsville Publisher Martz. Indeed, Atex, SII, Hastech and Harris are developing applications programs and other software to allow PCs to interact with front-end systems.

Personal computers used with other developing technologies could make even greater inroads into newspapers.

One of those developing technologies is local area networks, which are communications circuits where computers, peripheral equipment and memory storage are linked and can interact with each other to tie together various functions such as editorial, advertising and business management. In local area networks, PCs could be used as integrated terminals within the computer system, particularly for large newspaper organizations.

George Alexander, associate editor at Seybold Publications Inc., believes PCs can work well within networks because their stand-alone nature will make them less taxing on the system and will provide redundancy in the event of another terminal's failure. Also, he says, they can be clustered with smaller memory storage units within a network. One of the projected advantages of such an internal network is the reduction of internal telephone and mail messages. The Los Angeles Times, for example, has determined that 60 percent of the mail circulating in its buildings is generated internally.

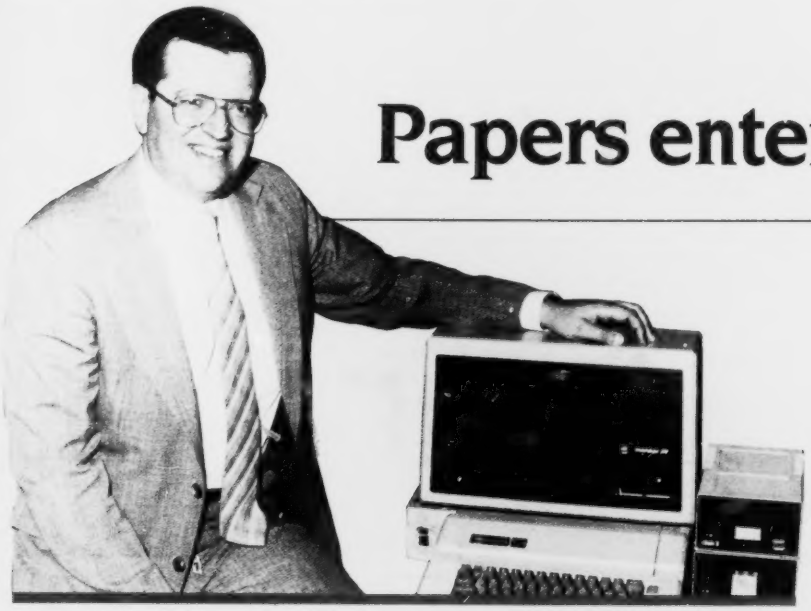
Another developing technology is "window" software, such as that currently being used on the Macintosh and Lisa PCs, that could allow reporters to do several tasks simultaneously. "Windowing," for instance, would make it possible to write two stories, call up a data bank and do calculations all at the same time. "The era of the dedicated (single-function) word processor is running out of steam," says Richard Cichelli, president of Software Consulting Services Inc. of Bethlehem, Pa.

No one as yet has been able to make PCs deliver newspapers, but the devices could further automate the business of newspaper carriers. Although future James Nelsons may still have to peddle and pitch to get newspapers like the Lawrence Eagle-Tribune on doorsteps, they could be doing personalized billing, handling their accounts payable and receivable, and getting paid without ever having to leave their PCs. □

Related stories

- **Newspapers supply databases for PC users, p. 20.**
- **Personal-computer columns are all the rage, p. 22.**

Papers enter PC field



Concept Publishing's Steven Samer shows Apple IIe PC that acts as editorial front-end system.

One of the offshoots of the personal computer boom is the evolution of publishing companies into developers and marketers of PC software.

At least four software vendors had their seminal operations at U.S. newspapers, and a fifth was the product of a British typographic firm. Four of the five began their spinoff projects by attempting to use PCs as text-entry terminals. Because of the inadequacy of off-the-shelf programs, they had in-house programmers develop applicable editing programs.

Concept Publishing Co. Inc., a subsidiary of Citizen Publishing Co. Inc. in Beaver Dam, Wis., is marketing an integrated editorial front-end system that runs on an Apple IIe PC.

Originally, Citizen Publishing developed the package to augment the aging Hendrix front-end system at its Daily Citizen in Beaver Dam. "It was becoming increasingly expensive to operate and maintain the Hendrix," says Steven Samer, formerly editor of the Daily Citizen and now general manager of Concept.

The firm chose to purchase PCs—in this case, the Apple IIe—because of their stand-alone capabilities, ease of service and availability of competitively priced parts, Samer says.

"We began experimenting with standard word-processing programs," he says. "But [they] were too slow" and functionally repetitive.

The package the firm ultimately developed, which is used to produce Citizen Publishing's daily, weeklies and shoppers, can drive Compugraphic typesetters and check spelling, compose display and classified advertising, and capture and edit wire-service copy.

"We wanted far more than a text-entry system," Samer says.

Larry Knupp, president of Genesys Systems Inc. of Ellinwood, Kan., and former publisher of the weekly Leader there, markets software that allows Radio Shack PCs to be used as text-entry and editing terminals and to drive Compugraphic typesetters. Like Samer, Knupp got his start as a software vendor while in the newspaper business.

"Basically, the whole thing came out of a need for bookkeeping," he says.

After writing bookkeeping and circulation software, Knupp began to experiment with the Leader's typesetters. That ultimately led to the development of the program he now markets.

For a while Knupp and his wife, Carol, tried unsuccessfully to run the newspaper and sell the program. Finally, because of conflicting business pressures, "we elected to sell the paper," he says.

The premium cost of pagination and display-advertising software has led other publishers to write PC programs for those functions.

Jim Bessen, president of Bestinfo Inc. in Philadelphia and a programmer/software consultant, started out trying to automate ad makeup at his Philadelphia weekly, Community Focus.

"We were just fooling around [trying] to improve our ad production," he says. "We tried to introduce a system that was easy to use."

The end result of Bessen's "fooling around" is a text-entry package with limited pagination and display-advertising makeup capabilities. The program Bestinfo is now marketing runs on IBM and IBM-compatible PCs and drives Compugraphic typesetters.

The Victoria (Texas) Advocate recently began marketing newspaper-business programs for IBM PCs. The programs include a circulation package that tracks carrier billing and distribution, prints mailing labels, and prepares postal and ABC reports; a classified program that can run 15 PCs in a network, do billing and drive a typesetter; a display-advertising program that tracks accounts receivable, does automatic customer billing and handles co-op advertising; and a total-market-coverage program that keeps subscriber and nonsubscriber lists.

"All we've done is taken the nice features we use on our IBM 34 System," says Controller Floyd E. Swoap, "written them in BASIC and are marketing them on PCs."

Currently, the newspaper, with its existing staff, is able to sell two to three systems per month. If demand increases, Swoap says, the paper may form a separate firm to market the programs.

"Based on what I've heard [from other newspapers]," Swoap says, "the interest is there and the market is expanding."

Westminster Software Inc. of Menlo Park, Calif., a subsidiary of a British-based typography firm, saw a market for relatively inexpensive electronic page makeup software for small- to medium-sized newspapers and in-house publishers. The program, which has limited pagination and ad-makeup capabilities, also runs on IBM and IBM-compatible PCs but drives Linotron 202 typesetters.

Like the other programs, Westminster's has telecommunications capabilities and a spelling checker. The package will paginate classified pages, the firm says, and research is being done bringing digitized graphics into the system.

The interest publishing firms have in marketing products for personal computer users also extends to selling PCs themselves. For instance, Stauffer Communications Inc. of Topeka, Kan., has opened three Apple computer stores within the past year. Vice President Kenneth C. Bronson says the stores' success has prompted a re-examination of the direction of Stauffer's PC marketing program. □

PCs no longer seen as a threat

BY MARGARET GENOVESE
presstime staff writer

What does the proliferation of personal computers mean for newspapers as information providers?

A couple of years ago, the stock answer was that computers—and the "electronic publishing" they make possible—presented newspapers with a potential threat as well as an opportunity.

Increasingly, the answer given today simply is that PCs offer an opportunity in the field of interactivity between computer user and computer database—generically referred to as videotex or database publishing.

Where's the threat?

"I think we've gotten over, as an industry, the notion that perhaps some of us had earlier on that this electronic nightmare was going to do terrible things to us," says Lawrence G. Blasko, director of information technology for the Associated Press.

A factor in dispelling that idea was the 1980-82 experiment in which 11 AP-member newspapers put information into the CompuServe electronic information service. That study concluded, among other things, that use of the CompuServe service did not affect traditional newspaper readership [presstime, Oct. 1982, p. 27].

But if there is an opportunity in the database field, only a few newspaper companies have seized it.

One reason may be numbers. In 1983, there were 10,429,800 personal computers in use in the United States, according to InfoCorp, a market research firm in Cupertino, Calif.—the heart of Silicon Valley.

The AP's Blasko estimates that if, after subtracting the PCs not equipped for data transmission and those that have been relegated to a closet, the remaining number was divided by the 1,300 AP-member newspapers, the result would be an average of only about 1,900 personal computers per newspaper market. "There are probably papers who have more newsstands than that," he says.

ANPA Director/Telecommunications Affairs Kathleen Criner also notes that the PC proliferation is still largely in the business world. "Unless they explore delivering specialized services, such as local business information, which I think should be explored," this limits opportunities for general-circulation newspapers, she says.

For Dow Jones & Co. Inc., publisher of The Wall Street Journal, whose traditional constituency is business, the leap into electronic publishing has been accomplished with nary a broken bone. More than 140,000 subscribers have paid $75 to join its News/Retrieval service, and it costs them $1.20 a minute in prime time and 20 cents a minute at other times to use it.

News/Retrieval, which recently broke into the black [presstime, March 1984, p. 35], also prompted a second PC-related business for Dow Jones: software publishing. It began with programs that computer owners could use to manipulate the data they obtained from News/Retrieval—to create charts demonstrating the comparative performance of stocks, for example. [See story, p. 19.]

Another of the few successful entrants in the database derby is The Journal of Commerce, a daily Knight-Ridder Newspapers Inc. publication that covers a number of businesses, including shipping. It offers access to two databases. One, called PIERS, contains information on cargoes being moved in and out of U.S. ports. The other, RATES, reports the rates charged to ship thousands of different commodities. Fees for using these databases start at $200 a month for RATES and $250 for PIERS.

Knight-Ridder also owns VU/TEXT Information Services Inc. VU/TEXT now has nearly 600 subscribers to its PC-accessible database that includes the full texts of eight newspapers. The largest number of subscribers are college libraries.

Tapping into databases is just one of many uses to which PCs may be put, of course. Richard J. Levine, editorial director of database publishing for Dow Jones, acknowledges the News/Retrieval service probably is not the primary reason most subscribers bought their computers.

Edward P. Dear, manager of trade information at The Journal of Commerce, says he has gotten phone calls from people who tell him, "We've just gotten a PC and we want to get something to use it for. What do you guys do?" Says Dear, "It's almost like the medium looking for the message."

This phenomenon, along with continued growth in the computer census, will provide the opportunity mass-market videotex entrepreneurs have been looking for, some believe.

"My vision is that by 1990, based on what our research indicates, between 30 and 50 percent of the homes will have personal computers and that the majority of those personal computers will have modems [equipment to enable them to send or receive data over the telephone]," says Lawrence R. Fuller, director of the Gannett New Media Task Force. "That represents to us an exciting new information opportunity."

According to Fuller, president and publisher of the Argus Leader in Sioux Falls, S.D., the task force is looking into a service that allows the information provided to be retrieved via personal computers, not special "dedicated" videotex terminals like the AT&T Sceptre terminals used for Knight-Ridder's Viewtron service in South Florida.

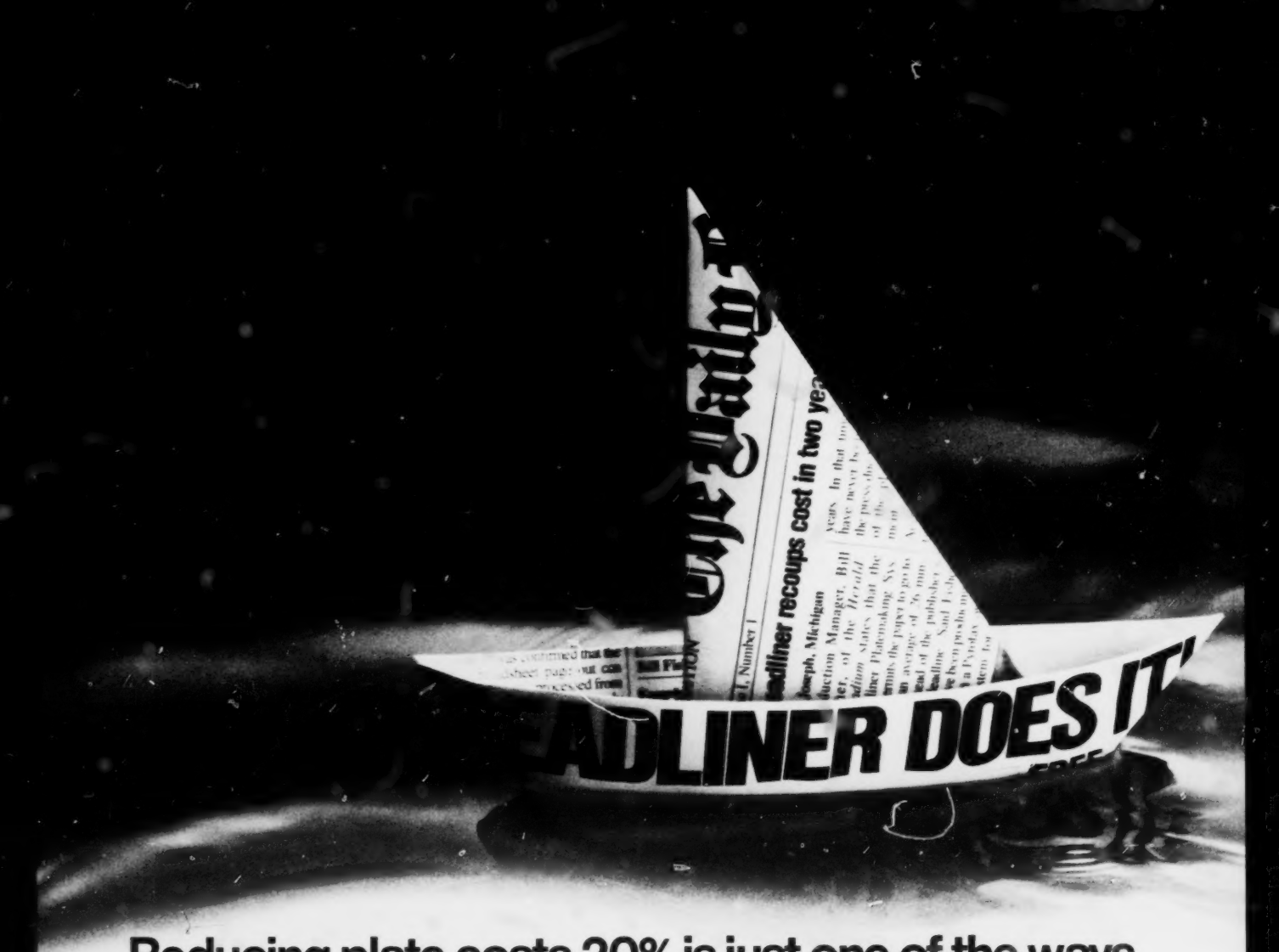
Most personal computers today cannot be used for videotex services because they cannot interpret the data transmission code used by such services.

Keycom Electronic Publishing has one solution to the problem. It is developing two parallel databases for its KEYFAX videotex service, which will start up in Chicago this fall. One will be accessible by special videotex terminals, the other by PCs.

But the situation is in flux. At the recent Videotex '84 conference in Chicago, several manufacturers displayed software programs that enable PCs to become videotex terminals.

At Knight-Ridder, officials are "ecstatic" about the developments that will make Viewtron accessible by some PCs by the end of this year, says Vice President Frank N. Hawkins Jr. "The more terminals that are available, the better it is for Viewtron." [See story, p. 40.]

There is a certain amount of synergy involved here. "A lot of people in the industry now believe that videotex services, such as Viewtron, will provide a major impetus for the sale of home computers," Hawkins points out.



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Tech Talk

Covering the computer craze

BY C. DAVID RAMBO
presstime staff writer

Just five years ago, whenever a newspaper reported on "hardware," the topic probably was on the order of hinges, screws or 16-penny nails. Now it's more likely to be disk drives, connector cables or 16-bit microprocessors.

These and other terms of the high-tech age are appearing with increasing frequency on the pages of daily newspapers, as many newsrooms put more byte into their coverage of the computer industry.

Chief reasons for this spurt of activity are the ballooning public interest in computers and the rapidly changing high-tech business environment that needs to be reported and interpreted.

"More and more newspapers are starting to want this kind of coverage," says Jeff Guinn, technical editor of the Fort Worth (Texas) Star-Telegram. "The PCs are finally bringing the high-tech reporting down to the level of what it really means to the homeowner."

"Without a doubt, [newspaper coverage] is increasing," says Ronald S. Rosenberg, business and technology reporter of The Boston Globe. Such coverage, he explains, is mandated partly by many social changes spurred by the information age. Those include the many computer clubs springing up in small towns and the presence of computers in schools and offices. "PCs are getting out into a lot of peoples' hands. That creates a lot of stories."

Indeed, there were 10.4 million personal computers in use in the United States at the end of last year, according to figures compiled by InfoCorp, a Cupertino, Calif., marketing research firm for the data-processing industry.

Peter A. McWilliams, who writes a PC column that is distributed to about 80 newspapers through Universal Press Syndicate, says the subject holds many "human-interest stories, full of victories." One example: communication breakthroughs for the deaf.

There also are failure stories that need to be told, he adds. "There is the business that went out and bought $10,000 to $15,000 worth of computer equipment and now doesn't know what to do with it, or the parents who went out and bought a Commodore 64 because their kid's grades were low and now they're lower because he spends so much time playing [computer] games," says McWilliams, who has written *The Personal Computer Book*, *The Word Processing Book* and other volumes on the subject.

Newspapers are responding to their new coverage challenges in a variety of ways. Many are running syndicated columns like McWilliams'; there are literally dozens of such columns available from syndicates and free-lancers.

Computing

Spreadsheets can do wonders for your computer

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The Work Processor

Computer Plus

San Jose Mercury News runs this Sunday section for computer buffs.

Another response is creation of a high-tech beat and assigning it to someone on the staff who has an interest in computers and perhaps a PC at home.

In some cases, staffers who write computer columns do so only as a sideline. T.R. Reid, who covers Congress for The Washington Post, writes a PC column that appears every other Monday in the Post's business section. In alternate weeks, the Post runs another computer column written by a technology reporter.

"I get much more response from this column than I do for any of my coverage of Congress," Reid says. Probably half the column-generated letters are from readers who do not yet own a personal computer but who crave information, he adds.

Computer copy usually is anchored in business sections, although a few publications publish weekly "technology" or "science" pages which harbor the computer items. The San Jose (Calif.) Mercury News, located in California's Silicon Valley, runs a Sunday section called "Computing" that is loaded with both staff-written material and syndicated copy. (The section also has extensive classified and display ads for new and used computers—indicative of the kind of bonanza the PC boom has brought to some newspapers' advertising linage.)

Most newspaper computer writers do not have a formal computer-science, engineering or other technical degree. "Computer science degrees are about as necessary for writing about computers as an engineering degree is needed to write about cars," McWilliams says.

The Washington Post's Reid is a lawyer by profession who practiced one year before assuming his Capitol Hill reporting responsibilities. He has written a soon-to-be-released book on the men who developed the computer chip—the tiny but powerful silicon-based device that makes it possible for a computer to process and store vast amounts of information in a

fraction of a second.

The Star-Telegram's Guinn is a 10-year journalist who has covered general assignments, sports and business. Like many others who cover high-tech for newspapers, he is applying old reporting skills to explain, bit by bit, RAM and ROM.

Every week, Guinn writes a software review, a column of notes on happenings in the computer arena, and a piece on entertainment technology such as home video cassette recorders and large-screen TV receivers. He also prepares and runs weekly charts of various high-tech trends, such as sales statistics of different companies.

Rosenberg, one of two full-time reporters at The Boston Globe who specialize in computers and electronics, also has his journalistic roots in general news, but he once worked in the electronics trade press. Besides writing a biweekly column, he covers a broad range of issues involving engineering, electronics and business matters for the high-tech industry, which is a major part of the economy in the Globe's circulation area.

Similarly, Robert E. Locke, science editor for the San Diego Tribune, recently joined the newspaper after a 13-year career at the Associated Press covering general assignments, energy issues and high technology. "The problem with the job is to put this in terms that a layman can understand," he says. An experienced journalist who has done the right homework usually can do that better than the technical person, Locke believes.

"I get much more response from this column than I do for any of my coverage of Congress." Many letters are from readers who do not own a computer but who crave information.

Some observers even say that newspapers, in many respects, do a better job in covering this newest of beats than the flood of computer magazines—of which there are between 150 and 400, depending on the definitions of "computer" and "magazine," according to The Wall Street Journal. Newspaper stories often are better written than many of the magazines, and they are much more timely because they do not require an editorial lead time of up to several months before publication, newspaper observers say.

Also, some people charge that many magazines are little more than public-relations organs for the industry.

However, there are still plenty of newspapers that continue to ignore the computer boom—papers that have not yet devoted space to explaining the difference between SuperCalc and Pac Man.

"They've got to do something," says Reid of The Washington Post. "Whether or not the local newspaper is on to this, the readers are." □

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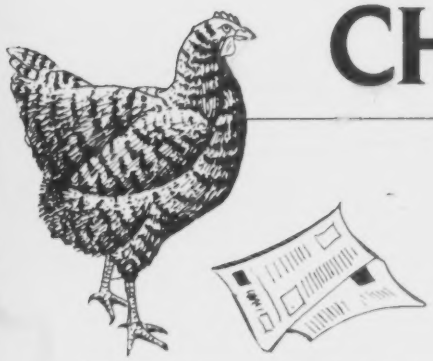

CHICKEN FEED

Ottawa roosters have The Citizen and eat it too

BY PAUL KRUGLINSKI
presstime technical writer

The relationship between birds and newspapers used to be restricted to lining cages. But no more.

Canadian researchers recently conducted an experiment with chickens and used newspapers that is giving new meaning to the statement "You are what you eat" and to the newspaper industry's meticulous monitoring of "newsprint consumption."

Essentially, Canadian Agriculture Department scientists turned newspapers into chicken feed. The scientists fed 20 roosters a granulated substance that was made in part from newspapers.

According to Dr. Karl C. Ivarson, the three-month experiment was a success. "The roosters seemed to be happy eating the material," says Ivarson, a microbiologist with the Chemistry and Biology Research Institute at the department's Central Experimental Farm in Ottawa.

However, the birds first had to be starved before being weaned onto the feed, he reports. And although they only ate the newspaper-based feed during the test period, on a regular basis the feed would only be used as a supplement to the animals' diets.

As strange as it may sound, the origin of the chicken-feeding experiment was a discovery in an abandoned uranium mine. While exploring the mine in Sudbury, Ontario, Ivarson found *Scytalidium acidophilum*, an industrial-type fungus that converts sugar to protein. The fungus is significant in that it can live and produce protein in a very hostile environment—in a biomass with an acidity as high as 0.5 on the pH scale. (The pH scale of 0 to 14, with 7 being neutral, measures the acidity or alkalinity of any given substance. The lower the number, the higher the acidity.)

About half of newsprint's bulk is cellulose, which is chemically similar to glucose (sugar). The scientists at the Experimental Farm used sulphuric acid to convert the newsprint's cellulose content to sugar, which takes about a day. They then introduced *Scytalidium acidophilum*, the "acid-loving" fungus, into the process. In about two days, the fungus "eats" the sugar, transforming it into a single-cell protein, or an amino acid.

Daniel Perez

The resulting protein is a "scum" that sits atop the biomass. As the protein is scooped up, washed and dried, it becomes the dark, granular substance that the 20 roosters pecked at for three months.

The scientists started out trying to uncover ways of converting such things as corn husks and sour hay into usable food. Along the way, they determined that used newspapers were an excellent source of the cellulose raw material for the feed.

Despite the presence of ink, which is removed in the course of the conversion process, newspapers are "clean" and hold a large percentage of cellulose raw material. About 100 pounds of newspapers, Ivarson says, will ultimately produce 12 to 13 pounds of food.

As a matter of convenience, the scientists used The Citizen of Ottawa as the source of the feed. But the roosters also ate Time and McClean's magazines along with bonded paper.

More importantly, the roosters displayed no ill effects from eating the publications.

The researchers fed the roosters 30 grams of the substance each day. By examining the birds' feces, the scientists determined that the roosters ingested 95 percent of the protein. "We wanted to see the digestibility of the protein," Ivarson says.

The conversion process holds substantial promise as a way to reduce waste management problems and produce a useful byproduct simultaneously, according to the Canadian scientists.

"We have a tremendous amount of wasted newspapers, which cost billions of dollars to bury," says Ivarson. "The process would also help to make use of our waste materials, such as wood chips and sawdust."

But the process is not without its drawbacks, foremost of which is the relatively high cost of using sulphuric acid in the conversion process.

"Soybean meal is the worldwide protein standard," Ivarson says, adding that the cost of converting newspapers into food "is slightly more expensive than soybean meal. But that cost can be reduced in the future."

Ivarson and other researchers are looking at using steam and less costly acids, such as hydrochloric, to lower production costs. Scientists also believe that introducing aeration into the conversion process would increase protein production.

Ivarson says he plans to use the feed made from wasted newspapers as food for pigs and cattle. He is also looking at ways of converting newspapers into ethyl alcohol.

Conceivably, then, those chickens in Ottawa might some day wash down their newsprint pellets with an occasional gulp of "Citizen, vintage 1983." □

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Diversifying

Many newspapers own TV stations, but how about a ranch or truck line?

BY NEIL D. SWAN
presstime staff writer

From roofing material and gold mines to major league baseball and burglar alarms, some newspaper companies are operating a wide variety of businesses unrelated to newspapering.

An examination of such offbeat business activities reveals that many companies have taken advantage of an unexpected break or historical quirk to enter into a lucrative new field. Others have set out with a definite intent to diversify. In some cases, recent ventures outside the newspapering fold have proved troublesome.

Some newspaper companies' non-media holdings are a product of their history. The Hearst Corp. and The Times Mirror Co. own vast tracts of timberland and real estate, much of it dating back to land holdings obtained by their early-day California publishing pioneers.

Other companies are eager to fill the public's growing leisure-time needs by entering the entertainment field. Multimedia Inc. of Greenville, S.C., owns the "Donahue" syndicated TV talk show and produces country-music TV specials.

One of the most visible moves by a major newspaper corporation into the entertainment world was the 1981 purchase of the Chicago Cubs baseball club by the Tribune Co. of Chicago for $21 million. Some fans of the Cubs, as well as fans of the cross-town White Sox, were concerned about the propriety of Tribune ownership because of the company's enormous media presence in Chicago.

But the fans' worries have largely dissipated, and Tribune Co. sees the Cubs—perennial also-rans of the National League, but a contender so far this year—as a definite asset, win or lose. Ownership means valuable live broadcast programming for the company's local WGN radio and TV outlets.

WGN-TV is distributed via satellite to cable systems nationally, and the Cubs have become to the Tribune's "superstation" what the Atlanta Braves and Atlanta Hawks are to Ted Turner's WTBS-TV.

But the unchallenged champion among newspaper publishers in plunging into non-publishing enterprise is Australian press magnate Rupert Murdoch, whose News Corp. is involved in a dizzyingly complex corporate structure including oil and gas exploration, legalized gambling, ranching, movie-making and travel.

The company's holdings "Down Under" include Festival Records, Australia's biggest producer of phonograph records, albums and tapes; a 50-percent interest in Associated R&R Films; a share of a legal soccer pool and 50 percent of Lotto Management, the public lottery in New South Wales; oil and gas resources; and F.S. Falkiner & Sons., a giant agricultural conglomerate with wheat, wool and mutton operations. Murdoch's biggest non-media holding is a half interest in Ansett Transport Industries, which runs Australia's largest private domestic airline, Ansett, as well as hotels and resorts.

In the United States, Murdoch's interests include metropolitan dailies in New York City, Chicago, Boston and San Antonio, a weekly tabloid (The Star) and a magazine (New York) and a weekly newspaper (the Village Voice) and a 50-percent share of Games Management Services, which operates Lotto, the New York state lottery.

In March, rumors broke out that Murdoch was attempting to gobble up Walt Disney Productions, the entertainment conglomerate owning movie and TV production facilities, a valuable catalog of films, and Disney theme parks in California and Florida. The rumors have faded

Amos Press produces hobbyist publications and engraves nameplates, as well as publishing the Sidney, Ohio, daily held by Chairman J. Oliver Amos. He is flanked by President Daniel Francis (left) and Secretary John O. Amos.

somewhat—but only after Wall Street chuckled over jokes featuring Disney characters ranging from Scrooge McDuck, the tight-fisted cartoon millionaire, to a middle-aged and startled Mickey Mouse, fending off a cash-happy Murdoch.

While certainly not in the league of the Murdoch empire, Amos Press Inc., publisher of The Sidney (Ohio) Daily News, is another newspaper company that has profited by tapping new business opportunities.

Amos Press is a manufacturer of nameplates for industrial machinery, an outgrowth of a need 20 years ago by a local machinery manufacturer. "This tool maker needed nameplates, and couldn't get any, so we made plates for lathes and other machines with our engraving process," says President J. Daniel Francis. The business, which represents about 5 percent of the company's revenue and employs 25 people, was maintained when the company built a new plant in 1976 because "it keeps people employed and it makes money," says Francis.

Amos Press also has built a hobbyist publication offshoot, which began in 1940 when the publisher of a stamp collectors' newsletter asked a golf partner where he could get his publication printed. Today the company owns and publishes Linn's Stamp News and Coin World, tat tabloids with circulations of about 90,000 each—compared to the Sidney Daily News' 12,486—and Cars & Parts, a hobbyist magazine with a circulation of 125,000.

Additionally, because the hobby publications involved compiling mailing lists of special-interest groups, Amos Press today finds itself owner of a rapidly growing direct-mail operation.

Oklahoma diversity. Perhaps the best example of a large newspaper company that has intentionally set out to diversify into other businesses is Oklahoma Publishing Co., owner of The Daily Oklahoman.

During the 1930s, the paper's then-publisher, Edward King Gaylord, a civic leader who fought for Oklahoma statehood, established a company-owned truck line, Mistletoe Express. The trucks delivered newspapers across the state when the railroads began cutting back on fast train service. Mistletoe began carrying more and more commercial freight and expanding its routes until today it services the Southwest—but no longer carries newspapers.

In the 1960s, Oklahoma Publishing began diversification efforts in earnest, forming Publishers Petroleum Co., a small independent oil company now active in gas and oil exploration in Oklahoma, Texas and Kansas.

Then some 10 years ago, the company began buying ranchland. "It's mostly in Texas around Dallas," says Oklahoma Publishing's current president, Edward L. Gaylord, son of Edward King Gaylord. "It's raw land, but it's speculative as well because that area is growing so much. We got it when we decided we wanted to be more diversified, other than just newspapers and broadcasting."

When "Hee Haw," a syndicated country-and-western music TV show, was offered for sale in 1980, Gaylord's company jumped at the chance to buy it. "We're very happy with 'Hee Haw.' It's on over 200 stations, and its ratings are tops among syndicated, hour-long shows," says Gaylord. The show is taped at Opryland, a sprawling country-western theme park, convention center and home of the Grand Ole Opry outside of Nashville.

When Opryland's owner, American General Insurance Co., offered the complex for sale last summer, Oklahoma Publishing's executives were familiar with its investment potential because of the company's involvement in "Hee Haw." The Oklahoma company beat out six other serious bidders to become Opryland's owner, at a price reported in Nashville papers of about $270 million.

"And we became hotel operators, too," notes Gaylord, explaining that the deal included Opryland's 1,060-room hotel, a popular convention site, as well as the Nashville Network, a television programming operation that daily provides 18 hours of country-western entertainment via satellite to cable TV systems. "It fits right in with our broadcast operation plans," explains Gaylord.

Oklahoma Publishing, a privately held family company, is tight-lipped about its business operations, providing few financial details. But Gaylord says the Opryland operation already provides 30 percent of the company's revenue.

The company also is active in mining, including ownership of a "small" gold mine in Colorado, Gaylord notes. Other Colorado holdings include the Greenland Ranch, a 17,000-acre spread along the interstate highway between rapidly growing Colorado Springs and Denver.

Other examples. Another privately held newspaper group with significant nonmedia holdings is Cox Enterprises Inc. of Atlanta, where the Journal and the Constitution are among the company's newspaper properties.

Cox owns a trucking line, TSC, which began as a film-delivery service for small-town movie theaters and an occasional transporter of newsprint from southern mills to Atlanta, says Cox President Charles E. Glover. TSC is now a general freight line operating in nine southeastern states.

The company also has "substantial" ranchland holdings in Texas, New Mexico, Hawaii and South Carolina. Total acreage is well in excess of 100,000 acres, says Glover. Known as Clarendon plantation, the land in South Carolina, near coastal Beaufort, was obtained in Cox acquisitions involving newsprint mills and timber. It is used in part as a private hunting preserve.

An attempt by Cox Enterprises to enter the energy field by establishing an oil re-

Country Music Hoedown show at Opryland theme park, owned by Oklahoma Publishing Co.

finery in Portsmouth, Va., has bogged down in environmental protests and lawsuits. In the mid-1970s, Cox formed the Hampton Roads Energy Co., which proposed to build a 250,000-barrel-a-day refinery on a site near the mouth of the Elizabeth River in Tidewater Virginia. Some reports said the refinery would cost $1 billion. Currently it is on hold due to "litigation," Glover says.

Like Cox's efforts to build a refinery, Media General Inc. ran into rough sledding and negative publicity when it departed from its traditional core business of publishing daily papers in Richmond, Va., and elsewhere.

In 1982 Media General bought William B. Tanner Co. of Memphis for $39 million plus $32.5 million based on future profits of the Tanner company, which buys and sells TV advertising time, often "bartering" products or services in return for an allotment of broadcast time.

FBI agents seized documents from Tanner's Memphis offices last August, acting on a search warrant alleging income tax fraud, mail fraud, conspiracy and payoffs to employees of Tanner Co. clients. In March, Media General filed a federal suit alleging Tanner and others "engaged in extensive wrongful, unlawful and fraudulent activities" before the sale of the company to Media General.

The newspaper company is seeking more than $200 million in damages from the Tanner officers involved, all of whom have resigned. Media General Vice Chairman and Chief Executive Officer Alan S. Donnahoe says new management is in place, and the subsidiary's name has been changed to Media General Broadcast Services Inc.

As the world's largest newsprint recycler, Media General also has spun off a 70-employee subsidiary that uses recycled newsprint to make a unique roofing material. Onduline-USA of Fredericksburg, Va., uses newsprint and other waste paper combined with asphalt to fabricate sheets of the tough roofing product which is competitive with corrugated steel and used in agricultural and industrial buildings.

The roofing material's paper raw material is 20 percent recycled newsprint. It is produced in 4-by-6-foot sheets which are soundproof and rustproof and can be placed over old roofing.

Stauffer Communications Inc., publisher of the Topeka (Kan.) Capital-Journal and a number of other dailies, is operator of a security alarm system in Topeka, Manhattan and Lawrence, Kan., a firm founded by former Stauffer employees. The company also runs Computer Patch retail stores in Topeka, Joplin, Mo., and Arkansas City, Kan.

A company subsidiary, Capper's Insurance Service, sells health and life insurance coverage, as well as magazine subscriptions, primarily in rural areas of Kansas, Iowa, Missouri and Illinois. The insurance business evolved from Capper's Weekly, a rural-oriented publication, when "back in the '30s, we were looking for something else our rural subscription people could offer our readers," says Stauffer Communications President Stanley H. Stauffer.

Oklahoma Publishing President Gaylord sums up the attitudes of many newspaper executives who are looking outside the traditional communications-related businesses of publishing, broadcasting and newsprint in their quest for growth: "We want to be more diversified; more than just newspapers," he said. □

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Howard L. Hay

Tribune circulation director takes 'Mod Squad' approach

Howard L. Hay

BY C. DAVID RAMBO
presstime staff writer

When he was a young executive in the early 1960s recruiting employees for an Illinois-based engineering firm, Howard L. Hay thought newspapers held little promise as a career option.

"It wasn't a very exciting business. It was sort of a dying industry. There weren't a lot of opportunities," he believed.

Then he began talking with officials of a newspaper group that was in the market for a personnel manager. Learning of the diverse range of activities that the company offered, he changed his mind and joined Lindsay-Schaub Newspapers Inc. in 1965. Thus began a robust newspaper-business career that now belies his earlier impressions.

After establishing and implementing personnel policies at Lindsay-Schaub, Hay joined the Chicago Tribune as assistant personnel manager in 1967 and subsequently moved up to personnel manager.

He left the personnel department, but not his expertise in personnel relations, when the opportunity came to jump to the Tribune's circulation department. Starting there a decade ago as a district manager, Hay has advanced to the position of vice president and director of circulation.

Byron C. Campbell, a former Chicago Tribune executive who now is publisher and president of the Tribune Co.'s Daily News of Los Angeles, commends Hay for his verve in switching from personnel to circulation. "There are no promises when you make a move like that," he notes.

In circulation, Hay finds himself smack dab in the middle of a bubbling circulation war that is nearing the boiling point now that the rival Sun-Times is in the hands of tabloid kingpin Rupert Murdoch. Hay declines to discuss the daily battle for readers, except to say that some trade press coverage of just how fierce the fight is has been overblown. He comments generally that "Chicago is a good newspaper town because of competition."

Friends and associates all describe the 48-year-old Hay as aggressive, personable and able to inspire high productivity from his employees. No one is surprised that Hay has reached the upper echelons of the Trib's Freedom Center.

"He's a guy who was obviously going to make his mark in this business," says James J. McLaughlin, director of personnel and community relations of the South Bend (Ind.) Tribune, who has worked with Hay in the Newspaper Personnel Relations Association. Hay was president of NPRA in 1975-76.

William L. Donaldson, the circulation director of the Omaha World-Herald who also knows Hay from work with NPRA, calls Hay "tenacious" and "probably the most enthusiastic personnel manager I ever met. . . . There is never a job too large or too difficult for him to handle."

Hay's is the quintessential story of the kid from a small, midwestern town who makes good in the big city. He was born and reared in Divernon, Ill., about 200 miles southwest of Chicago, and got his "first management-training job" at age 6—pumping gas at his father's service station. Also as a youth, Hay was a carrier for the State Journal-Register of Springfield, Ill.

After graduating from high school in 1954, Hay spent two years selling tractors, two years wearing an Army uniform and four years studying business administration at the University of Illinois.

Four years in other businesses preceded his entering the newspaper industry at Lindsay-Schaub in 1965. And his initial skepticism about newspapering soon gave way to a sharply contrasting enthusiasm. He says the function of serving as the messenger of vital news and information creates "a special excitement that carries throughout the organization."

Unfortunately, he says, that excitement has not been explained very well to the public. "We've done a miserable job about promoting our industry," he says. Newspaper recruiting efforts, among other things, have been hurt by that.

Hay is equally outspoken in outlining what he sees as some of the main essentials for success at most any newspaper: good market research, working closer with advertisers to reach target audiences, and having a planning process that involves "sitting down with key managers who will communicate with employees" on down the line. "You have to involve your people."

Within that framework, Hay has been responsible for a number of innovations in his various personnel and distribution capacities.

One of his most successful programs, established early in his career at the Tribune, was called the "Job Squad." A team of three relatively young Tribune recruiters—a rather large black man, a blonde white woman and a white male, who fit the general description of stars of a late '60s television show called "The Mod Squad"—conducted Saturday interviews for circulation-department applicants. "It resulted in our hiring some very good people," Hay says. "We got a good pipeline into what young job seekers were thinking."

The main reason those and other programs succeeded, associates say, is Hay's ability to work with employees on all levels. Involvement with people also has been a major element of Hay's personal life.

In addition to numerous civic responsibilities, including service as village trustee in Lake Bluff, Ill., Hay marches as a member of the "precision lawn-mower drill team" in the community's Fourth of July parade each year. "It's a fun group," he says.

Hay also enjoys playing tennis and jogging. He and his wife, Phyllis, have two children: daughter Sheryl, a graduate student studying elementary education, and son Douglas, a pre-law college senior. □

Unfair third-class rates threaten advertising revenues; newshole could be next

BY OTTO A. SILHA

The postal rate decisions of the next few months could have significant impact on your future newshole—yes, newshole—and perhaps even on news and editorial staffing that depends, let's face it, on advertising revenue.

Why does a business that feels a deep responsibility for encouraging fairness and demonstrating balance today find itself in serious conflict with the U.S. postal establishment? The answer is third-class postal rates. Your subscribers' mailboxes are stuffed with the result of those rates. And your advertising staff has lost a lot of business because of those rates.

ANPA and the Newspaper Advertising Bureau are battling for fair postal prices. Unreasonably low third-class mail rates have produced higher first-class rates and the escalating volume of unsolicited third-class marriage mail now showing up in mailboxes all across the land.

Here is some background.

During the late 1970s, the U.S. Postal Service, spun off by Congress into a protected, non-profit, quasi-government corporation, began aggressive pricing practices that changed some 200 years of postal history. The overall intent was to build business, to attract new volume mailers and to prove it could flourish with a greatly reduced subsidy in its new private-sector role.

One result of those predatory pricing practices is that tax-paying, private businesses, including direct competitors with the Postal Service, have had serious problems maintaining their position in an increasingly less-free marketplace.

The newspaper industry, which uses all classes or types of mail, is a large customer of the Postal Service. As captive customers of this government-protected monopoly, we are concerned that the internal USPS accounting policies, which serve to justify rate decisions, appear to be flawed.

Often they are so complex and confusing—such as allocating the costs of overhead expenses like air conditioning, wages and rubber bands—that it is not easy for anyone to determine whether each class of mail is actually covering its own costs as required by law.

Our studied analysis reveals without question that the general public has been absorbing huge increases in the cost of the first-class postage stamp over the past few years, while bulk business mailers have received steadily improving service at stable or declining prices. In our opinion, the first-class mailer is subsidizing the third-class advertising mailer. In short, we're all paying for the Postal Service "loss leader"—third-class shared mail.

The public has absorbed huge increases in the cost of a stamp, while bulk business mailers have escaped price hikes.

Otto A. Silha

Look at these figures, for example. A one-ounce piece of mail sent third-class, presorted by carrier route, costs 7.4 cents per piece or $74 per thousand. That is the equivalent of a 12-page advertising circular. For two one-ounce ad flyers, the rate is still $74. For three flyers, the rate is the same. The rate does not begin to increase until the weight reaches almost a quarter of a pound—and then the cost rises only slightly to $76.50 per thousand. By comparison, a four-ounce letter mailed first-class would cost 71 cents, almost 10 times as much!

Meanwhile, as the first-class rate goes higher and higher and the third-class rate goes lower and lower in comparison, the Postal Service is racking up a surplus to the tune of $800 million in 1982 and $616 million in 1983. Some have questioned whether a rate increase is needed at all, with a surplus charted again in the first quarter of this year.

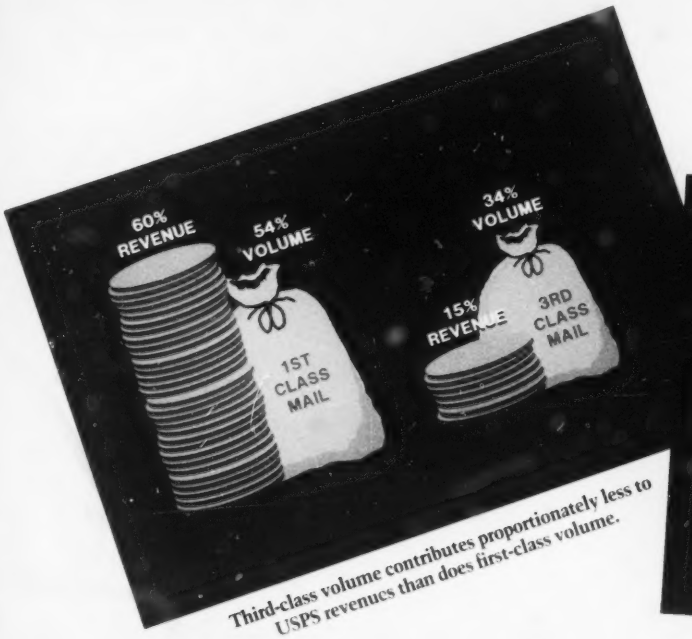
Having heard all of this, you may be thinking back to your own mail last week. You may have seen a little postcard from Advo-System Inc., arriving in the middle of the week, carrying an ad for pizza or an oil change or pantyhose. You're thinking: That little card got into my mailbox for only 7.4 cents.

And you'd be *wrong*. A magician couldn't do it better. That little card is like magic. It got there for free!

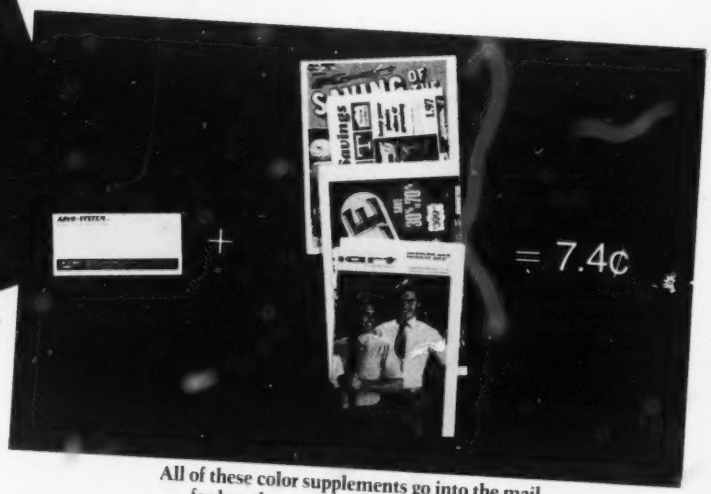
It is free because the Postal Service has ruled that the detached label card, which was designed for boxed samples, can be used for the so-called "flats" of marriage mail. The cards do double duty as an address label and a piece of advertising, but the Postal Service has chosen to treat the advertising as part of its alter ego, the label. The card then becomes, presto, not a piece of mail, but a magic piece of the four or five unaddressed advertising circulars that paid the mighty sum of 7.4 cents to get into your mailbox.

The Postal Service calls these cards "detached labels." It charges no extra postage for delivering them, whether they arrive as intended with the packet of circulars or not, except for a fraction of an ounce in weight figured for postage of the "flats." In other words, these packets, which have become known as "marriage mail," are weighed with their postcards, and no postage is calculated for each piece. If you

Silha is chairman of Cowles Media Co., Minneapolis, and chairman of the ANPA/NAB/NNA Joint Postal Task Force. This article is adapted from his presentation May 1 at the ANPA Convention in Montreal.



Third-class volume contributes proportionately less to USPS revenues than does first-class volume.



All of these color supplements go into the mail for less than a dime. The card? It's free!

mailed them together as a "flat" with four advertising circulars and an addressed card with a fifth advertiser, you pay 7.4 cents total.

Pardon us, but our eyes must deceive us. When we look at a postcard and a packet of mail, we see, at the very least, two pieces. If we sent the mail first-class, it certainly would be two pieces, and it would cost at least 40 cents.

If it looks like a duck, walks like a duck and flies like a duck, it must be a duck. You'll forgive my saying there is something "fowl" about this system.

The result is that the Postal Service is now delivering advertising at the expense of other classes of mail—at the expense of private-sector advertising, at the expense of first-class mail, even Christmas cards, and delivering that advertising at an absurdly low rate that undercuts any logical expense calculation for that kind of service.

The ANPA/NAB/National Newspaper Association Joint Postal Task Force has spent two years learning how rates are set and how we think they should be set. With the aid of lawyers and economists, we have armed ourselves with a great deal of information.

We don't seek any competitive advantage in these rates. We are seeking a rate structure that we believe, after detailed analysis, is the best way for this public corporation that runs the mail to do business, related to its customers (including us) and its competitors, including the 55 private postal companies in the United States that don't share in the first-class monopoly of the USPS. We have joined in this issue as the Postal Rate Commission currently holds hearings and deliberations on a new set of rates, which will be in place for perhaps half a decade.

Among the things we have learned in our study are these:

- Third-class service has improved dramatically over the past few years. Such phenomena as "requested delivery days" have given mailers some astounding values for their mail dollars. In contrast, newspapers that depend upon mail delivery are still finding their product trucked all over the map for centralized mail sorting and often delayed so long that subscribers are giving up on them.
- There is no valid basis to support the discriminatory rate scheme in third-class mail that allows a quarter pound to be mailed for the price of a quarter ounce. It is unfair to the lightweight third-class mailer (such as a small business that wants to send out one promotional postcard), and it is particularly unfair to the rest of the public.
- The rate structure should be changed to charge mailers for the full weight of each piece of mail. The unreasonably large gap between the first-class letter and the third-class advertising circular must be narrowed.

The Postal Service seems to like its top-heavy rate. It is difficult to understand why it favors third-class mail over first-class so unevenly. First-class mail accounts for 54 percent of its volume and third-class for only 34 percent. In contrast, USPS takes in 60 percent of its revenue from first-class and only 15 percent from third. Why the disparity? It's simple. First-class mail has no place else to go. The government guarantees the Postal Service a monopoly on first-class. Third-class mail, the advertising circulars, have a choice of media, including newspapers. All the Postal Service wants is a fair advantage. And it has taken one—a substantial one.

We are not asking Congress to take away the first-class monopoly. We understand the public policy reasons for keeping it. Nor do we ask the Congress at this time to intervene, in its oversight role, to close the rate gap. A statutory process has been established for us to make our case, and we are doing it before the Postal Rate Commission. We base that case on sound economic and good government reasons, in addition to our business concerns. And when we have made our case there, we expect both the Commission and the Board of Governors of the Postal Service will appreciate the unfairness of the present situation and act accordingly. □

The Denver Post

Pulitzer Prize
Feature Photography

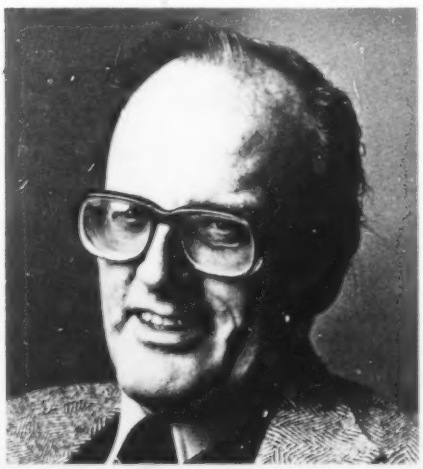
Anthony Suau of *The Denver Post* was awarded the Pulitzer Prize for feature photography with this picture of a woman at her husband's grave on Memorial Day and for a series depicting the effects of starvation in Ethiopia.

Journalism that touches people's lives...

TIMES MIRROR

Los Angeles Times
Pulitzer Prize
Meritorious Public Service

Seventeen Latino reporters worked seven months on a 27-part series on the Latino community in Southern California. They are, from left front, project editors George Ramos and Frank Sotomayor, Marita Hernandez, Louis Sahagun; from left, second row, Monica Almeida, Jose Galvez, Nancy Rivera, Virginia Escalante, Robert Montemayor, Frank del Olmo; and last row, from left, Deputy Managing Editor Noel Greenwood, Rick Corrales, Aurelio Jose Barrera, Al Martinez and Julio Moran. Not shown are project reporters Victor Valle, David Reyes and Juan Vasquez.



Los Angeles Times
Pulitzer Prize
Editorial Cartooning

Paul Conrad, the *Times'* editorial cartoonist was honored for 10 cartoons taken from his body of work in 1983. Conrad is the fourth person to win three Pulitzers since the awards began in 1917.

Newsday
Pulitzer Prize
Local Spot News

At *Newsday*, a team effort resulted in Pulitzer Prize-winning coverage of the "Baby Jane Doe" case and the larger human and ethical problems it poses today. The team included, standing, from left, A. J. Carter, B. D. Colen, Robert Fresco, Adrian Peracchio, Kathleen Kerr, Harvey Aronson, Irene Virag; seated, Richard Galant.

U.S. Supreme Court decisions go both for and against media

The U.S. Supreme Court ruled unanimously that two Washington state newspapers have no right to publish material they learned in the discovery process leading to a trial.

But in two other May decisions, the high court came down on the side of the media:

• In a Georgia case, it ruled—also unanimously—that pretrial criminal hearings generally should be open to the press and public, thus casting shadows on its 1979 decision in *Gannett v. DePasquale*.

• In a Pennsylvania case, it set aside a lower court order barring the media from photographing jurors during a murder trial.

Also in May, the high court declined to review two libel cases, one of which involved a judgment unfavorable to the press.

The Washington state case, *Rhinehart v. Seattle Times*, stems from a libel suit filed by Keith Milton Rhinehart, leader of a religious group known as the Aquarian Foundation, against the Times and the Walla Walla Union-Bulletin.

The suit was over stories about Rhinehart's sodomy conviction, later vacated, and an "extravaganza" he sponsored at the Walla Walla Penitentiary featuring a "chorus line of girls" and $35,000-$50,000 in cash and prizes.

In defending themselves, the two dailies requested that Rhinehart turn over information, including identities of supporters of the Aquarian Foundation. Rhinehart initially refused, but the trial court ordered him to supply the information. In doing so, that court granted a protective order against publication of the material.

On appeal, the newspapers claimed they have a right to publish any information learned in discovery unless a court determines there are major, "compelling" reasons against it. They also said such an order "must be narrowly drawn and precise" and must be issued only when the court finds there are "no alternatives which intrude less directly" than prior restraint.

Justice Lewis F. Powell Jr., writing the opinion of the court, said such conditions "would impose an unwarranted restriction on the duty and discretion of a trial court to oversee the discovery process."

In upholding the protective order, the court said the discovery processes are "a matter of legislative grace," and a litigant has "no First Amendment right of access to information made available only for purposes of trying his suit." Publishing prohibitions in this context do not "raise the same spectre of government censorship that such control might suggest in other situations."

The court also said the information may be published if it is "gained through means independent of the court's processes."

Lewis F. Powell Jr.

Also noted was the "significant potential for abuse" in the discovery process. "There is an opportunity . . . for litigants to obtain—incidentally or purposefully—information that not only is irrelevant but if publicly released could be damaging to reputation and privacy" of parties in the case as well as uninvolved third parties. "The government clearly has a substantial interest in preventing this sort of abuse of its processes."

ANPA and other media groups filed a friend-of-the-court brief in support of the newspapers [presstime, Dec. 1983, p. 16].

Powell also wrote the court's opinion in the case involving the right to attend pretrial hearings, *Waller v. Georgia*.

The court ruled that a Georgia judge should not have closed the hearing in which the admissibility of evidence in a gambling case was argued.

Such suppression hearings often are as important to the criminal justice system as the trial. Some cases end at the hearing stage, Powell pointed out.

The Sixth Amendment right to a public trial requires that any decision to close such a hearing be fully justified, he added, saying the Georgia judge's order was too broad and too vague.

This decision and an earlier one this year that the public generally has a right to observe the jury-selection process are seen as softening the impact of the 1979 Gannett case, in which the court ruled the public does not have an absolute right to attend pretrial criminal hearings.

In the third decision during what was an unusually busy month for the Supreme Court vis-a-vis media cases, it ruled that a judge improperly barred the media from photographing jurors during a highly publicized Pennsylvania murder trial.

The case was sent back to the state court system to determine whether the Pennsylvania Supreme Court acted on state or federal grounds in refusing to strike down the trial judge's order.

Among the media that had taken the case to the U.S. Supreme Court was the Wilkes-Barre Times Leader.

Justice William J. Brennan last summer struck down another order by the trial judge in the same case that prohibited the media from publishing the names and addresses of jurors [presstime, Aug. 1983, p. 10].

In the two other media-related actions, the court:

• Refused to hear the plea of The Macon [Ga.] Telegraph and News, which had been ordered to pay a $243,857 judgment to a woman who claimed she was libeled by a story quoting her as saying she had made up her mind as a juror in a murder trial a day or two before it ended.

The woman testified that she made no such statement to a Telegraph reporter. She won the suit in a jury trial, even though the reporter produced notes from his telephone interview with the woman to show the quotation was accurate.

The Macon daily considered the judgment to be unjustified and out of line with the purported damage inflicted. It appealed, but both the Georgia Appeals Court and the Georgia Supreme Court upheld the judgment.

Richard D. Thomas, Telegraph executive editor, said one of the most disturbing aspects of the case is that editors considered the story to be innocuous. "It never even crossed the editors' minds that this would upset the woman."

• Let stand a Kentucky Supreme Court decision in which the Lexington Herald-Leader prevailed in a libel suit.

The Kentucky court had dismissed a $100,000 libel award to a mayoral candidate following a story about his financial holdings. —*C. David Rambo*

Canadian editor wins first ruling under Access to Information Act

The first case to go to federal court under Canada's new Access to Information Act has been decided in favor of the press.

Associate Chief Justice James Jerome May 9 ruled against Maislin Industries Ltd. which had tried to block release of documents concerning loan guarantees it received from the federal government. The documents were sought by Iain C. Hunter, national editor of The Citizen of Ottawa [presstime, March 1984, p. 28].

Meanwhile, another Canadian newspaper was the subject of a probe into how it obtained "secret" records. An investigation into the leak of government documents on de Havilland Aircraft of Canada Ltd. to The Globe and Mail of Toronto is being conducted by the Royal Canadian Mounted Police, an RCMP spokesman confirmed.

Managing Editor Geoffrey Stevens said in late May the newspaper had not been contacted by the RCMP in its investigation.

The minister responsible for the financially troubled government corporation requested the investigation.

The newspaper reported May 3 that it had obtained a "secret cabinet memorandum" that predicted de Havilland will lose $313 million within the next four years on top of the $236 million it lost in 1983. □

COURT BRIEFS

• The El Paso (Texas) Times has asked a trial judge to set aside a $3.5-million libel verdict—the **fourth largest jury verdict ever against a newspaper**, according to the Libel Defense Resource Center.

The jury agreed with a former U.S. attorney that the newspaper defamed him in a 1978 opinion piece and awarded $500,000 in actual damages and $3 million in punitive damages.

Times Editor Barbara Funkhouser said the newspaper denies causing damage to the reputation of James Kerr in a column stating that Kerr lied in closing trial arguments to a federal jury.

• The National Enquirer **settled out of court a $20-million libel suit** filed against it by actress Shirley Jones and her husband, Marty Ingels. The amount of settlement was not disclosed, but Ingels said terms include the Enquirer's publication of a retraction.

Ingels also said he planned to republish the retraction as paid advertisements in two Hollywood trade papers.

The suit, *Calder v. Jones*, raised the question whether the couple, as residents of California, can sue the Florida-based National Enquirer in a California state court. The U.S. Supreme Court had ruled that the couple could sue in that regard [presstime, April 1984, p. 48].

• **Heavy libel insurance claims** experienced throughout the 1970s are continuing into the mid-1980s, according to Edward W. Estlow of Scripps-Howard, chairman of the Newspaper Insurance Advisory Group. That panel works with Mutual Insurance Co. Ltd. of Hamilton, Bermuda, a major newspaper insurer. Mutual reported that it has paid $26.9 million in claims for libel and related cases over the past 12 years. There remained 1,708 cases pending at the end of 1983.

• The 3rd U.S. Circuit Court of Appeals said the press has a **constitutional right of access** to *civil* proceedings. The appeals court overturned the ruling of a federal district judge who said The Wall Street Journal and The Philadelphia Inquirer would be barred from a hearing in a civil suit.

• New York's highest court **upheld the state's shield law** by ruling 5-2 that a reporter need not obey a grand jury subpoena ordering him to divulge confidential sources.

The law "provides a broad protection to journalists without any qualifying language," wrote Chief Judge Lawrence H. Cooke of the New York State Court of Appeals.

The case centered on a Schenectady television reporter who was ordered by a grand jury to divulge the source of information for a story on a secret grand jury report.

• The Justice Department has concluded its inquiry into **alleged antitrust violations** by the Indiana (Pa.) Gazette.

The department was looking into allegations of predatory pricing against a competing shopper publication [presstime, Feb. 1984, p. 27].

A lawsuit filed by that shopper against the Indiana Gazette is pending in U.S. District Court.

Valentine: ANPA trying to kill Advo

The president of Advo-System Inc. has again charged that ANPA wants higher third-class rates to eliminate competing direct-mail advertising.

ANPA's proposed rate structure would "kill our program. There's no doubt about it," Jack A. Valentine said May 16 in testimony before the Postal Rate Commission. "It's clear what that rate is intended to do. . . . It's to kill off their competition."

In another development in the ongoing rate case, the Association raised the third-class figure in the rate structure it has proposed to the commission. The original ANPA proposal called for a per-piece rate of 6.9 cents and a per-pound charge of 39 cents, plus a fee of 5 cents per piece and 39 cents per pound for accompanying detached address labels used in mailing advertising circulars grouped as "marriage mail."

But because the commission ruled it would not consider the detached-label proposal [presstime, May 1984, p. 48], ANPA recalculated its figures for what it called equitable rates. The new third-class rate structure ANPA is proposing is 7.4 cents per piece and 39 cents per pound.

The current rate is 7.4 cents for pieces weighing 3.91 ounces or less, or 45 cents per pound for heavier pieces with a 3.6-cent-per-piece discount applied for carrier-route presorting.

In his testimony, Valentine also maintained that Advo appears to be getting good third-class mail service because the firm performs a high degree of mail preparation before entering its material into the USPS mailstream.

The Advo president said his company knows postal delivery schedules in detail, which means it is able to schedule drops at post offices at just the right time to achieve delivery on a desired date.

Valentine continued that USPS discounts for presorting and other work constitute "progress" in equitable postal pricing. "But I don't think it has been carried to its logical conclusion," he said. If it would be extended to account fully for advance work by mailers, he added, "we would get *more* of a discount."

Parties in the rate case in late May were preparing to offer final comments, which will be due in July. The commission must render a decision on recommended rates to the USPS governors by Sept. 10. □

Agent impersonation measure protested

ANPA has joined other media organizations in opposing Senate legislation that would set standards for Justice Department infiltration of the news media and for impersonation of reporters by federal agents.

The provision is part of S 804, a bill to regulate Justice Department undercover investigations [presstime, Sept. 1983, p. 13].

"Passage of S 804 in its present form would severely damage the public's ability to perceive the news media as objective seekers and disseminators of news," said John Seigenthaler, editorial director of USA Today and editor and publisher of The Tennessean in Nashville. He told the Senate Criminal Law Subcommittee the standards would "legitimize" infiltration and impersonation and asked whether the practices are so prevalent that standards are necessary. "If so, we would like the facts," he said.

Seigenthaler testified May 16 on behalf of ANPA, the American Society of Newspaper Editors, and the Society of Professional Journalists, Sigma Delta Chi.

In a related development, the Justice Department has closed its inquiry into an October 1983 case of reporter impersonation by a deputy U.S. marshal in Athens, Ga. [presstime, Dec. 1983, p. 29].

The Office of Professional Responsibility, the office responsible for investigating allegations of misconduct on the part of Justice Department employees, said its review determined the marshal did not engage in any "ongoing effort to masquerade as a reporter, but agreed that he was a reporter when another individual. . . suggested that he was."

In a written statement, the office said it was unaware of any regulation or law which was violated by the marshal. "His actions were limited in scope and undertaken to accomplish a bonafide law enforcement mission which he had been assigned."

The incident occurred during the serving of a summons.

The decision to close the investigation was disclosed in a letter to The Red and Black Publishing Co. in Athens, publisher of the University of Georgia's daily newspaper, one of several news organizations that had protested the incident. □

Rape coverage scrutinized

If newspaper editors and broadcasters previously had not given much thought to how they cover rape cases, they are now. This is one "benefit" to come from the public attention focused on the "Big Dan's" rape trial in Fall River, Mass., a Senate Judiciary subcommittee was told.

That observation came from the editor of the daily newspaper in the city where the barroom rape took place, James M. Ragsdale of The Standard-Times in New Bedford, Mass.

In an April 24 hearing that focused primarily on broadcast coverage, Ragsdale said the "single flaw" regarding the live TV coverage of the trial was that the victim's name was broadcast inadvertently. He said this could be remedied in the future by creating a 15-second tape delay for the broadcast.

Despite press reports to the contrary, he said, The Standard-Times did not publish the name of the victim, even after her name was broadcast. Ragsdale said his newspaper embraces the Massachusetts Bench-Bar-News Committee's voluntary pretrial publicity guidelines, which say newspapers should avoid publishing the "names of surviving victims of forceable sex crimes."

The voluntary self-restraint exercised by The Standard-Times in the case extended beyond not publishing the victim's name, he told the the Senate Criminal Law Subcommittee. He said the newspaper also did not report on certain statements and written documents presented in open court during the pretrial stage of the case. "Still," he said, "what we impose upon ourselves freely we would resist having imposed upon us by an arm of government."

The Standard-Times last year successfully fought a court order not to publish an interview with one of the "Big Dan" defendents but subsequently decided on its own not to publish it [presstime, Oct. 1983, p. 13]. □

FOIA change seen as opening 'loopholes'

A Senate-passed bill to amend the Freedom of Information Act "would give the agencies more time to drag their feet, more loopholes into which they could tuck the embarrassing and the uncomfortable, and more dark corners from which they might be tempted to govern."

That was the message ANPA Executive Vice President Jerry W. Friedheim delivered to Capitol Hill May 24. He said the Association "generally opposes" the measure.

Friedheim testified before the Government Information Subcommittee of the House Government Operations Committee about the bill, S 774, which the Senate approved Feb. 28 [presstime, April 1984, p. 41]. Representatives of several other press organizations also testified before the panel in the same vein.

Following the end to the current round of hearings, possibly this month, the subcommittee will decide whether to proceed with its own bill.

The same subcommittee also is considering a bill to exempt some Central Intelligence Agency operational files from the search and review requirements of the FOIA [presstime, May 1984, p. 51]. At a May 10 hearing, Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., said if the legislation becomes law, Congress should exercise "skeptical oversight" of how the CIA administers it.

Rowe represented ANPA and American Society of Newspaper Editors. □

Panel OKs change in cigarette warning

Legislation to change the health warning message in cigarette advertising and labeling has been approved by the House Energy and Commerce Committee. The bill is a compromise measure worked out by the tobacco industry, health groups and committee members.

HR 3979 would replace the current warning message with four alternating messages.

For print advertising, the bill also calls for increasing the message rectangle and type by 50 percent, and for doubling the width of the rule around the warning message. □

Hygiene monitoring offered

In response to the threat of chemical contamination in the products newspapers use, ANPA has instituted an Industrial Hygiene Surveillance Program to help member newspapers deal more effectively with the problem of tainted materials.

Under the program, Association hygienists are available to monitor conditions in members' plants. This latest initiative is in addition to the many existing health and safety programs at newspapers [presstime, March 1984, p. 14].

The ANPA Board of Directors approved the new program in principle at its meeting in January, and at the recent Convention in Montreal it approved the detailed plan for implementation.

Coincidentally, between those two meetings, there was an incidence of dichlorobiphenyl contamination in yellow inks that caused a great deal of concern among employers and employees in the newspaper business [presstime, May 1984, p. 50]. Dichlorobiphenyl is a form of the toxic chemical PCB.

As the PCB episode made clear, the newspaper business shares problems facing many industries: dealing with environmental and occupational health issues associated with chemical products, and responding to increased interest by employees in certain products and their effects on human beings.

With the new Industrial Hygiene Surveillance Program, ANPA is offering its members a way to address these matters.

This program will help newspapers determine if their pressroom, reelroom and mailroom meet the objectives of a safe and healthful workplace. The information gathered will aid employers and employees in complying with the new federal Hazard Communications Standard, which requires that newspapers provide information and training on all hazardous chemicals to which production workers might be exposed.

The program is intended to document the environmental situation in newspapers' production areas with regard to ink mist, paper dust, solvents and other chemicals in accordance with current Occupational Safety and Health Administration standards.

ANPA industrial hygienists will be available to make inspections in areas where a number of newspapers in one region can be tested sequentially, thus saving on travel costs.

Costs for a one-day survey will be $1,500, which covers 16 ink-mist and paper-dust air samples, 18 solvent air samples, bulk-ink analysis, laboratory work, travel and incidental expenses. In cases where several days are needed for tests in large plants, each extra day will cost $600.

It is anticipated the program will start in July and will be offered according to the following tentative schedule:

- July—Virginia, Maryland, Delaware, West Virginia, Eastern Pennsylvania and New Jersey
- August—Eastern New York, Massachusetts, Connecticut, Maine, New Hampshire, Vermont
- September—Western New York, Western Pennsylvania, Ohio, Indiana, Michigan
- October—Illinois, Southern Wisconsin, Missouri, North Arkansas
- November—Louisiana, Mississippi, South Arkansas, North Alabama, North Georgia, Tennessee
- December—North Carolina, South Carolina, Florida, South Alabama, South Georgia.

ANPA officials say they are eager to hear, as soon as possible, from interested member newspapers in these areas.

The schedule is flexible and dependent upon the number of papers signing up in a given region, according to George Cashau, director/technical research. Schedules will be arranged so that the largest number of member newspapers can be surveyed in the shortest time.

Additional areas will be scheduled for 1985. Members outside the listed regions are encouraged to call the Association's Environmental Office at (703) 620-9500. □

FCC reassessing fairness doctrine

The Federal Communications Commission is reassessing its policy regarding the fairness doctrine.

In initiating the inquiry, the FCC invited comment on 11 questions concerning the purposes, effects, relevancy and legality of continued imposition of the doctrine, which requires broadcasters to cover issues of public importance and to air contrasting viewpoints. □

ANPA collecting information on health, safety problems

The ANPA Environmental Committee is gathering information concerning the record-keeping and problems of newspapers in the safety and health area.

In May, member newspapers were sent an ANPA Accident Reporting System form to fill out and return to the Association's Technical Research Department. Most of the information requested is already required by the federal Occupational Safety and Health Administration on OSHA Form 200, "Log and Summary of Occupational Injuries and Illnesses."

The completed ANPA forms will be tabulated and a report issued in early fall, according to Dr. Howard R. Brown, chairman of the panel which will be renamed the Environmental Task Force in a reorganization of ANPA's technical committees to take effect at mid-month.

The system will allow a newspaper to compare its safety and health records with those of other papers, and it will help to identify problem areas that need attention [presstime, Feb. 1984, p. 47].

Another goal of the system is to provide a record-keeping form applying specifically to the newspaper business, said Brown, who is medical director of The New York Times Co.

A sampling of the OSHA Form 200s is now used by the U.S. Bureau of Labor Statistics to compile illness and injury statistics on the newspaper industry [presstime, March 1984, p. 16]. □

Rhode Island approves VDT health study

A bill providing for a study of the health effects of video display terminals has been approved by the Rhode Island Legislature, the third state to pass such a measure.

Last year, Connecticut and Maine passed laws related to VDTs [presstime, July 1983, p. 27].

But an effort to pass another VDT bill in Connecticut failed recently. It would have established a task force to develop a code for VDT use. □

Two-thirds of U.S. adults read dailies

Daily newspapers are read in three-fourths of U.S. households and by two-thirds of American adults. Seventy-seven percent of all pages are looked at by the typical reader, who spends 44 minutes a day with newspapers.

Those are among key results of a new study, "How Do Your Papers Rate With Readers," which were disclosed at the semi-annual meeting ~~May~~ 6-9 in San Diego of the Newspaper Research Council.

The study was based on a national survey conducted for the Newspaper Advertising Bureau by the research firm Audits and Surveys.

Essentially, it updates NAB's 1977 study, "How the Public Gets Its News."

Outlining some reader responses to the 80,000 newspaper items analyzed in the study, Albert Gollin, NAB's associate research director, concluded that "one fact emerges clearly—the diversity of your readers' interests and reading habits."

"Contradictory at times in what they say they read or see in your paper's pages, often deeply ambivalent in their views about the news you confront them with each day, your readers are as varied and complex as the world you cover," he told the meeting attended by about 100 people who are active in newspaper research.

"'Quick Fix' solutions simply don't do justice to the range of readers' interests and needs that your paper must try to satisfy," commented Gollin, stressing the need for continued research.

Newspaper research consultant Eugene Dalgin reported that additional research could be conducted in an effort to offset some of the inroads made by weeklies, which "are becoming more and more of a problem to daily newspapers."

While weekly distribution may actually exceed daily circulation in some cities, he said research has shown that weeklies have fewer readers per copy and that dailies are more thoroughly read.

Dalgin suggested that NRC develop questions for measuring weekly readership. Then the questions would be submitted to the Advertising Research Foundation for its approval.

Kristin McGrath, president of Minnesota Opinion Research Inc., told how general-audience papers can learn from studies of USA Today's target audience. □

Study shows papers are read thoroughly

BY GUIDO H. STEMPEL III

Guido H. Stempel III

It has been frequently assumed in recent years that if newspaper circulation is down, then readership must be down also. The reasoning presumably is that if fewer people are buying papers, those who are buying them may be reading them less.

A study by the Newspaper Advertising Bureau provides evidence to the contrary. The study was made in May 1982 as part of the Newspaper Readership Project. NAB asked a national sample of 1,288 persons about readership of randomly selected pages in the newspaper they "read yesterday."

Average readership of all news-editorial items was 35 percent. That's substantially above the 20 percent average readership of news-editorial items Charles Swanson reported three decades ago for the 130 papers he analyzed from the Continuing Studies of Newspaper Readership. (See Fall 1955 Journalism Quarterly.)

While the NAB study found overall readership by men and women virtually even, there were some marked differences.

Personal advice columns were read by 57 percent of the women but by only 32 percent of the men.

Stories about professional sports were read by 39 percent of the men and 20 percent of the women.

Best-read items for women, in addition to personal advice columns were news summaries, briefs and indexes (51 percent); crime news (47 percent); and health, welfare and social news (42 percent).

Best-read items for men were news summaries, briefs and indexes (51 percent); war, rebellion and defense (48 percent); and crime news (48 percent).

Professional sports (20 percent) and other sports (17 percent) were the least read for women. Cultural events (25 percent) and other sports (27 percent) were the least read for men.

Perhaps the most surprising finding was that the percentage of items read on a given opened page is higher for papers with more than 60 pages than it is for those with fewer than 25 pages. However, the proportion of total pages opened is less for larger papers. This suggests some deliberate selection of pages by readers of larger papers. Editors can take advantage of this by using indexes and doing even more clustering of similar types of content.

Copies of the full report on this study, entitled "Meeting Readers' Multiple Needs," are available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

• • •

Classifying people as either subscribers or non-subscribers may be a mistake. Two journalism faculty members at Texas Christian University, Gerald Grotta and Anantha S. Babbili, suggest it would be better to talk about hard-core subscribers, marginal subscribers, potential subscribers and hard-core non-subscribers.

They came to that conclusion after studying the markets of a small daily in the Southeast and a large daily in the Southwest.

They found that a third of the subscribers to the two newspapers were marginal subscribers. For every six subscribers they found a potential subscriber.

They defined a marginal subscriber as a person "less than almost certain to continue subscribing" and a potential subscriber as a person who says "chances are 50-50 or better that they will begin subscribing." Hard-core subscribers were those "almost certain to continue subscribing," according to the two faculty members.

They found that marginal and potential subscribers were concerned about content and price, while hard-core subscribers were concerned about delivery service and billing procedures. The study is reported in the Winter 1984 Newspaper Research Journal. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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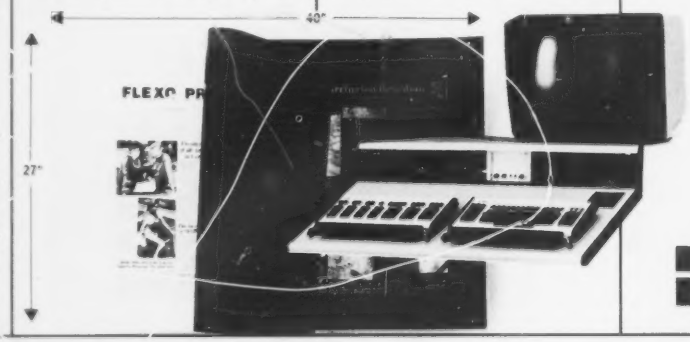

Crosfield Data Systems Inc.

DATRAX

Viewtron partners disappointed over lackluster sales

Representatives of newspaper companies that are Viewtron joint-venture partners expressed disappointment—but not surprise—that in six months the pioneering videotex service in South Florida attracted only about 1,500 paying subscribers.

Viewdata Corp. of America, the Knight-Ridder Newspapers Inc. subsidiary that runs Viewtron, has set 5,000 subscribers as its first-year goal [presstime, Dec. 1983, p. 22].

"What we are all aware of is that this was the launch of a brand-new product. It wasn't a new magazine, or a new bar of soap, or a new model of an automobile. It's a new form of acquiring information in the home," said Patricia M. McCarthy, director of T.B.S. Inc. in Baltimore. T.B.S. is the Viewdata joint-venture project division of the A.S. Abell Co., publisher of The Baltimore Sun.

"We were a little disappointed, as I am sure that VCA was, that they didn't sell out on Day One, but that is very unrealistic on a new product," she added.

Another of the six joint-venture partners with which Viewdata has agreements to develop, own and operate Viewtron services in 12 markets where the firms publish newspapers is Affiliated Publications Inc., which publishes The Boston Globe. Robert H. Phelps, vice president of Affiliated and director of its Viewtron/New England project, said he was not surprised by the low subscription level.

Phelps said he has had a "very friendly difference of opinion" with Viewdata on the marketing of Viewtron. He said the Viewtron marketing effort has been focused too much on the AT&T Sceptre terminal used for the service and not enough on the product, and that the effort has been too broad. "They are shooting a blunderbuss trying to hit everything, while they should be shooting silver bullets at specific target markets," he said.

It also "proves," he said, that the cost of the terminal is "far too high. There is no way you can have a home videotex system in which the cost of the terminal is $600."

He noted that representatives of several videotex services, including Viewtron, will be visiting Japan this month to talk to manufacturers there about producing lower-cost terminals. Phelps also said he expects AT&T to come out with a better, cheaper "son of Sceptre" terminal. Margaret A. Cathcart, staff manager for AT&T consumer products, would not comment on "any products that might be under development."

Phelps cautioned against putting too much emphasis on subscriber numbers yet. "More emphasis should be on whether you are constantly increasing your subscriber base," he suggested. In this regard, he said, "the evidence is very positive." Viewdata says since January the pace of subscriber sign-up has grown significantly each month.

At Capital Cities Communications Inc., another Viewtron affiliate, the response to the disclosure of subscription figures was simply: "As long as Knight-Ridder is optimistic, we're optimistic." Philip J. Meek, president of the Fort Worth Star-Telegram, added, "There have been nothing but reasonably positive vibes out of Miami thus far."

William R. Burleigh, vice president and general editorial manager for Scripps-Howard Newspapers, said his company is not having second thoughts about its joint venture agreement. "We went into it with our eyes wide open," he said. "The Knight-Ridder folks are at the cutting edge of the new technology, and we are interested in participating with them."

Knight-Ridder President James K. Batten announced the subscriber count at the April 26 annual Knight-Ridder shareholders meeting. He said 80 percent of the subscribers are in the three-county area in South Florida where the service is being marketed, with the remainder scattered throughout the country.

> *"They are shooting a blunderbuss trying to hit everything, while they should be shooting silver bullets at specific target markets."*
>
> **Robert H. Phelps**
> **Affiliated Publications Inc.**

At the same time, he announced a new service program that gives people the option of subscribing to Viewtron by renting, not buying, the AT&T Sceptre terminal. Batten said the company was "confident" that the number of Viewtron households would "expand even more rapidly" with that option. He also said the 5,000 first-year subscriber goal is still "obtainable."

But not everyone is so sure the target is in Viewtron's sights.

An April 8 story in Knight-Ridder's own Miami Herald said industry analysts think Viewtron "will likely fall short" of the goal. The story was published before the new rental option was announced.

That new rental option has added "hundreds" of subscribers to Viewtron, said Paul M. Orme, vice president of marketing for Viewdata. The service package is similar to those for cable television. For $39.95 a month, Viewtron rental subscribers get the Sceptre terminal, 10 hours of free telephone connect-time and Viewtron service.

Prior to the rental option, subscribers had to purchase the $600 terminal. Under the purchase plan, users pay a $12-a-month subscription fee and a $1-an-hour telephone-use fee for access to Viewtron's database of news, sports, games, shopping, education, health, food and dining, travel, classified ads and a bank-at-home service.

Orme insisted that more important than the number of subscribers is the "playback" received from them. "Research we've done shows people are happy with what they see . . . most people are using it as much as or more than they anticipated, and . . . when asked 'would you recommend Viewtron to a friend?' they respond very favorably."

People are focusing on Viewtron's numbers and overlooking those of other product introductions, Orme added. He offered these statistics: It took 70 years for telephones to reach 50 percent of U.S. homes. Record players took 55 years. Black-and-white TV sets, only 10 years; hence, "quite an unusual phenomenon." And six years after being introduced, videocassette recorders are at 8.2 percent.

—Margaret Genovese

Southam takes over Infomart

Infomart, the videotex partnership between two Canadian newspaper companies, is being restructured.

Southam Inc. will become the majority owner. Torstar Corp., which had been a 50-50 partner with Southam, will limit its contribution to a fixed amount over the next two years, after which Southam will buy out its remaining equity interest in Infomart. Torstar will retain the right to use Infomart's technology for a consumer videotex service in Toronto.

The companies formed the venture when it was thought videotex might be "a very fast growing alternative to daily newspapers," said Robert B. N. McConnell, Southam vice president product development.

Since then, he said, "it's become apparent that videotex is certainly not a short-term threat to daily newspapers but may well be a very promising and potentially very profitable medium to provide information and services to more specialized audience groups."

Although Southam feels "quite comfortable with the direction that videotex is moving," McConnell said Torstar decided to limit itself to "taking advantage of whatever applications develop for videotex in their own backyard."

Phone companies' plan gets ANPA support

In comments filed with the Federal Communications Commission, ANPA said that Bell operating companies should be permitted to offer certain services that allow otherwise incompatible terminals or computer systems to communicate with each other by telephone.

Several Bell operating companies have petitioned the FCC for waivers of regulations prohibiting the companies from providing so-called "code" and "protocol" conversion services except through separate subsidiaries.

In its May 25 filing, ANPA said the two types of proposed conversions "do not involve undesirable" Bell operating company "involvement in information, and would permit improvements in the American public's access to information provided by a broad variety of electronic publishers."

TELECOMMUNICATIONS NOTES

• The Federal Communications Commission has turned down a Turner Broadcasting System Inc. request that it consider eliminating its so-called **"must carry" rules** requiring cable TV systems to carry local broadcast TV signals.

TBS had argued that, among other things, the rules are unfair and anticompetitive because the local stations are guaranteed free carriage on cable systems while cable services, like TBS's Cable News Network, have to pay to be carried and sometimes are unable to find space on crowded systems.

The FCC said growth in cable subscribers and in cable-sytem channel capacity had decreased the burden of carrying local signals and increased the impact not carrying them would have on local stations.

• Negotiations are under way to restructure **Keycom Electronic Publishing**, a joint venture between News America Publishing Inc., Centel Inc. and Honeywell Inc.

News America Publishing acquired its interest in Keycom earlier this year when it acquired the Chicago Sun-Times and other Field Enterprises Inc. interests. Under the reorganization, News America would change its status from an equity participant to an information provider.

• ANPA has objected to a proposal of the Chesapeake and Potomac Telephone Co. to provide **"Audiotex" services** in Virginia because C&P wants to share in profits of some electronic-publishing sponsors. Such "profit sharing" would violate terms of the AT&T antitrust consent decree, ANPA said. Audiotex services would consist of prerecorded information available through the local phone network.

• Joseph P. Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, has been elected chairman of the **International Press Telecommunications Council.**

• **FCC Commissioner James H. Quello**, whose current term expires June 30, has been nominated by President Reagan to a new, seven-year term.

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PT-06

Rights court may get licensing case

The Inter-American Commission on Human Rights has agreed to consider the case of an American journalist convicted of practicing journalism without a license in Costa Rica. A decision is expected in September, when the commission could also decide to refer the case to the Inter-American Court of Human Rights.

Although Costa Rica is one of only four Latin American countries that have accepted the jurisdiction of the court, the Stephen Schmidt case is being closely watched by media interests for the precedent-setting effect the decision could have on efforts to license journalists in other countries.

Schmidt, an American who worked as a reporter in Costa Rica for 10 years, was initially acquitted in a Costa Rican court of charges he violated a 1969 law requiring journalists to hold a journalism degree from the University of Costa Rica. The Costa Rican Supreme Court overturned the lower court decision almost a year ago, convicting and sentencing Schmidt, who holds a journalism degree from another Costa Rican university, to three months in prison for practicing journalism without a license [presstime, Oct. 1983, p. 18].

Schmidt has refused to agree not to work again as a reporter in Costa Rica, which would result in his sentence being suspended. When in Costa Rica, Schmidt wrote for two newspapers—in English for The Tico Times and in Spanish for La Nacion. He currently publishes an independent commodities newsletter in Dallas.

The 34-year-old reporter, whose case could be the first ever passed on to the court by the commission, claims that letting his conviction stand under Costa Rica's licensing law establishes a precedent in violation of the American Convention on Human Rights.

"For years other Latin countries have pointed to Costa Rica's law on journalists as justification for their own," he said.

In Costa Rica, the law operates by establishing a national union, the Colegio de Periodistas, which sets standards for journalists, including mandatory graduation from the University of Costa Rica. Newspapers can hire only journalists who are members of the government-sanctioned union.

Other countries currently restricting the right to practice journalism to members of "colegios" include Columbia, Venezuela, Haiti, Ecuador, Peru, Chile and Brazil. In addition to Schmidt's challenge in Costa Rica, similar laws are being questioned in the Dominican Republic and Panama.

Schmidt's attorney, Fernando Guier Esquivel, speaking through a translator, said in Washington after the May 15 commission hearing that Schmidt's case is a significant test of "compulsory unionization" of reporters, which is part of the "efforts afoot to spread (licensing) all over the continent."

Press organizations supporting Schmidt's case include ANPA, the American Society of Newspaper Editors, the Inter American Press Association, the International Federation of Newspaper Publishers, the World Press Freedom Committee and The Newspaper Guild.

In a letter to the commission's executive secretary, Dr. Edmundo Vargas Carreno, ANPA Executive Vice President Jerry W. Friedheim said, "to license the practice of journalism means that the practice of journalism may be denied. Such denial constitutes censorship and violates the fundamental right of free expression."

A strongly worded resolution passed at ASNE's May convention supports Schmidt's contention that the Costa Rican law violates the American Convention on Human Rights guaranteeing "freedom to seek, receive, and impart information and ideas of all kinds regardless of frontiers," and also the Universal Declaration of Human Rights.

Schmidt's case has received attention from newspapers in North as well as South America. "In a very real sense, the fate of free expression in the Americas is in the balance," said a May 5 editorial in The Wichita (Kan.) Eagle-Beacon.

The United States played a leading role in establishing the American Convention of Human Rights in 1978, but U.S. membership has not been approved by Congress. Seventeen nations are now parties to the convention, and four—Venezuela, Peru, Honduras and Costa Rica—have accepted the jurisdiction of the human rights court. —*Marcia Ruth*

Grenada ban draws fire at IAPA session

The Reagan administration's ban on press coverage of the U.S. invasion of Grenada has come under fire again, this time at the semi-annual meeting of the Inter American Press Association.

In cataloging threats to press freedom in the Western Hemisphere, IAPA said the ban "violated a basic principle of a free society and was contrary to the traditional role of the American press in covering U.S. military operations."

"The United States Government acted insensitively and unreasonably in prohibiting any press coverage during the early days of U.S. military operations in Grenada in October 1983," IAPA said.

Also during its April 9-12 meeting in Jamaica, IAPA's Freedom of the Press Committee singled out several countries in the Western Hemisphere as particularly dangerous for the press: Paraguay, where the publisher and a writer of the leading daily have been repeatedly imprisoned; Nicaragua, where the opposition paper La Prensa has been repeatedly subjected to censorship; and El Salvador, where two journalists were killed recently.

IAPA expressed concern over non-violent threats to press freedom as well, particularly government licensing of journalists. "These restrictions on the right to be a journalist are by no means confined to authoritarian governments but are also in force in countries with democratic governments," said the report.

Governments in the Americas also limit press freedom by "taxes and duties on newsprint and supplies, censorship, government pressure and threats to withold official advertising," the report said.

In addition to the traditional list of governmental restrictions on press freedoms, the organization cited an underlying danger—the mounting debt of Latin American and Caribbean countries. The debt, already $350 billion, creates poverty and political unrest, and this in turn threatens freedom of the press, said IAPA, which represents more than 1,000 newspapers in the Americas.

The group also passed resolutions asking governments to remove restrictions on the use of satellites for communications and criticizing Reagan administration efforts to limit the Freedom of Information Act. □

FIEJ names Neuharth first vice president at Paris meeting

The International Federation of Newspaper Publishers, or FIEJ, selected an American, Allen H. Neuharth, chairman and chief executive officer of Gannett Co. Inc., as first vice president at the organization's annual meeting in Paris May 21-23.

Gordon Linacre, chairman of the Yorkshire Post Newspapers Ltd. and chief executive of United Newspapers in Great Britain, was named president, replacing Belgian publisher Frans Vink, who had held the post for the past four years.

Five resolutions were passed at the 37th annual congress of FIEJ, which represents about 6,000 daily newspapers and newspaper publishers associations from 25 nations.

The resolutions said:

- Governments should not hinder the free access to or involvement of newspapers with electronic media.
- Governments should abolish existing consumer taxes on newspapers.
- UNESCO should promote the development of communications technology in Third World nations.
- Governments should not impose import duties on newsprint, and newspapers in the European Economic Community should have free choice in purchasing newsprint.
- FIEJ supports development of a pilot newsprint mill utilizing kenaf fiber rather than wood pulp.

French Senate debates press limitations

The French Senate in late May began debating a controversial press law that passed the National Assembly three months ago.

The legislation would limit the number of national and provincial papers a single individual or company could own, and it would have the immediate effect of breaking up the nation's largest newspaper group [presstime, April 1984, p. 47].

While the French government, currently controlled by the Socialist Party, defends the proposal as a way to ensure "pluralism" in the press, critics have attacked the measure as an excuse for the government to limit the influence of conservative newspaper owner Robert Hersant. The controversial publisher owns three national dailies and more than a dozen regional and local papers.

Development unit OKs $2 million for 3rd World communications

The International Program for the Development of Communications last month decided to spend $2.168 million on 42 projects in Third World countries in 1984-85.

Of the 29 new and 13 continuing projects approved for funding at the Paris meeting of the IPDC's governing council, 19 are regional and 23 national. The funding decisions show a trend toward more radio broadcasting, satellite development and audiovisual educational projects. Three quarters of the projects have training components.

Although a critic of IPDC operations in the past, the United States was "generally satisfied" with the results of these sessions, said William G. Harley, a state department communications consultant who led the U.S. delegation [presstime, Oct. 1983, p. 17].

The IPDC was established at the 1980 UNESCO General Conference to provide a forum to discuss the communications needs of Third World nations and to channel voluntary financial aid. Although it is one of 35 countries on the IPDC council, the United States does not contribute to the central fund but makes contributions to IPDC projects on a bilateral basis. The United States has pledged $1.4 million to IPDC projects dating back to 1982.

In addition to choice of projects, the United States was particularly pleased, said Harley, with the willingness of IPDC nations to adopt procedural changes aimed at tightening up both project applications and their evaluation once approved. Also for the first time, the proposed projects—worth a total of $8 million—were arranged in order of priority while the council agreed on the total amount of money to be spent, making it easier to limit the amount allocated.

IPDC council members showed a reluctance to fund requests made by other UN agencies, preferring to give to individual countries or regional press operations.

The largest amount awarded a single project ($100,000) went to the Pan African News Agency. The next largest went to the Asia-Pacific Institute for Broadcasting Development ($80,000) for a regional project already underway.

The largest existing projects in individual countries, two in Yemen and one in Mauritania, will receive $60,000 each. New projects approved for individual countries range from $70,000 for the development of rural newspapers in Bangladesh to $19,000 for a mass communications training center in Indonesia. Other countries with new funded projects are: Guyana, Bolivia, Tuvalu, Maldives, Mongolia, Tanzania, Uganda, Gambia, Sudan, Somalia, Kenya, Pakistan, Central African Republic, Ghana, Kiribati and Angola.

WORLD PRESS NOTES

- "In some respects **the Phillipine press** has regained much of its former stature as among the freest in Asia," concluded a five-member group sponsored by the Committee to Protect Journalists, American Committees for Human Rights and The Newspaper Guild that conducted a 10-day fact-finding tour in late April and early May.

  "There remain, however, significant restrictions to the full exercise of free expression," said the group, which included editors at The New York Times, The Boston Globe and Newsweek magazine.

- Less than a week after Haitian President Jean-Claude Duvalier announced in a Press Day speech that he would support freedom of the press, the government declared a **halt to all political activity and pamphleteering.** The action came a day after publication of a new weekly opposing the current regime.

- Legislation to give the **government sweeping power over the press** has passed the lower house of Maylasia's parliament and is set for consideration by the Senate.

  The measure would give the home affairs minister and other senior government officials power to stop publication of any material, both foreign and domestic, viewed as a threat to public or national interest.

- A new law gives the Nigerian government **power to close newspapers and radio and television stations** and to jail journalists for publishing stories judged to be false or to subject government officials to ridicule [presstime, April 1982, p. 8].

- Pennsylvania publisher Richard M. Scaife was **appointed to the bipartisan commission** that oversees the U.S. Information Agency.

ASNE outlines plans for minority hiring

The nation's leading newspaper editors have been admonished once again that minority employment in newsrooms is dismally low compared to minority population overall. "The newspaper industry remains largely segregated," concluded an annual study on the topic by the American Society of Newspaper Editors.

And once again, the ASNE leadership, at the society's largest-ever annual convention May 8-11 in Washington, D.C., vowed to do something about it.

The editors also addressed a wide range of other topics at their convention, including libel, newspapers' "image problem" and readers' emerging preference for a return to the "basics" of hard news as outlined in a new study by researcher Ruth Clark [presstime, May 1984, p. 52].

ASNE has heard similar reports on the minority-employment issue since 1978, when the organization established a goal of achieving minority newsroom representation by the year 2000 "equivalent to the percentage of minority persons within the national population." The minority percentage nationally is estimated to be about 17 percent.

In its annual study on newsroom minority employment, ASNE found that minorities—blacks, hispanics, American Indians and Asian-Americans—constituted about 5.8 percent of the professional newsroom work force in 1983, up fractionally from 5.6 percent a year earlier.

Loren F. Ghiglione, editor, publisher and president of The News in Southbridge, Mass., and chairman of the Minorities Committee, said his 34-member group has established a 10-point action program including plans to:

- Spearhead a newspaper-business "supercommittee" to attack the minority employment lag in all newspaper departments, not just editorial
- Hold a series of eight regional meetings on college campuses to unite minority journalists, editors and others who could play a part in boosting minority employment. The meetings will be funded with a $25,000 grant from the Gannett Foundation.
- Assemble a kit explaining how some newspapers have successfully recruited and hired minorities
- Evaluate existing minorities programs such as the "mini-sabbatical," in which minority journalism educators spend a summer at a daily newspaper
- Create a minority-issues "speakers bureau"
- Make a greater effort to help journalism schools increase the pool of minority members seeking newspaper work. ASNE Minority Affairs Coordinator Carl E. Morris has prepared the first of a twice-yearly listing of available minority journalism graduates. Morris also will prepare a list of minority members who have served as interns on large papers.
- Work to increase the number of minority employees being promoted into executive positions.

The bleakness of the minority employment situation was outlined in the society's annual report on the subject. Based on responses from 924 U.S. daily newspapers, it shows that 61 percent employ no minority journalists; 92 percent have no minorities in news executive positions; 95 percent of all copy editors are white; and 93 percent of all reporters, photographers and artists are white.

The number of minority journalists at the responding dailies increased by less than 100 last year to 2,862, according to the report. An estimated 49,600 news professionals are currently employed by the roughly 1,700 U.S. dailies.

Another ongoing concern of editors at the convention was the libel problem, examined in a session on "Newspapers and the Law" and re-emphasized just days later at the U.S. Supreme Court with a series of actions unfavorable to the press. (See story, p. 34.)

To counter the "image problem" of newspapers, new ASNE President Richard D. Smyser named a committee on "credibility." Smyser, editor of The Oak Ridger, Oak Ridge, Tenn., said the panel will try "to convince the public that what we do is not quite as arrogant and presumptuous" as many people might believe.

Outgoing ASNE President Creed C. Black said that while "newspapers are doing a better job today than ever before in this nation's history," they are "buffeted almost daily with new pronouncements of a crisis of public confidence."

Black, chairman and publisher of the Lexington (Ky.) Herald-Leader Co. blamed much of the problem on television news. He said TV news, which is "in no small part 'show biz,'" has dragged down the image of the "media," including newspapers.

ASNE President Smyser (left) jokes with Minority Coordinator Morris (center) and David Lawrence Jr. of Detroit Free Press.

In other matters at the convention, ASNE members defeated a proposal to expand membership to include top executives with a significant or ultimate responsibility for the newsroom but who have no previous newsroom experience. For example, an advertising executive named publisher with authority over all aspects of the newspaper is not eligible for ASNE membership. But the membership voted to keep existing bylaws language allowing membership for former "directing" editors who still have editorial responsibility.

Members also narrowly rejected a proposal to eliminate absentee voting for directorships.

The membership elected three new officers—in addition to President Smyser—and seven directors to its 16-member board. Robert P. Clark of Harte-Hanks Newspapers was elected vice president; Michael G. Gartner of The Des Moines Register, secretary; and Katherine Fanning of The Christian Science Monitor, treasurer.

A new twist to the ASNE Convention this year was that all the sessions were covered by C-Span, the cable-television network that covers primarily congressional and other government-related sessions. ASNE received letters from about two dozen viewers across the country, most of them commending the program that included Democratic presidential aspirants Jesse Jackson and Walter F. Mondale, Sen. Robert J. Dole and former President Richard M. Nixon.

ASNE Executive Director Lee Stinnett said registration of 624 members was a record. Next year's convention will be held April 9-12 at the same location, the Sheraton Washington.

—C. David Rambo

SEC: Winans had duty to disclose

Charges by the Securities and Exchange Commission against a fired Wall Street Journal reporter have raised concerns among some journalists and lawyers who see the SEC action as possibly overstepping First Amendment bounds.

The SEC charged R. Foster Winans, the former reporter, with fraud. It accused him of passing along sensitive financial information before it was published in the Journal. He allegedly was paid $31,000 for his tips.

Others charged following a commission investigation are a former Journal news clerk who lives with Winans, two former stock brokers and a New York attorney [presstime, May 1984, p. 54].

The SEC said Winans "misappropriated" confidential information obtained as part of his responsibilities in writing "Heard on the Street" columns, and it contends the reporter had an obligation to disclose to readers the fact that he had financial interests in securities about which he wrote.

"I think there's a very serious concern" about the SEC position on disclosure of reporters' personal financial interests, said James J. Mitchell, business editor of the San Jose (Calif.) Mercury News and president of the Society of American Business and Economic Writers. He said he understands the reasons for the SEC's actions, "but I think they're going too far. What they're suggesting (required disclosure) violates some of the basic principles of freedom of the press. . . . From a practical standpoint, it would have a severe impact on how journalists do their job."

John R. Finnegan, vice president/editor of the St. Paul Pioneer Press and Dispatch, also said he sees "some real First Amendment questions there. If they can do that in this case, in what other kinds of cases can they require (disclosure)?"

A newspaper "shouldn't be *required* to disclose" information, Finnegan said.

Robert Sack, a lawyer for Dow Jones & Co. Inc., which owns The Wall Street Journal, said the company believes what Winans and the other defendants "allegedly did, if proved, ought to be and probably is unlawful. And we think that the matter has been properly pursued by the SEC.

"We are concerned, however, by the commission's expansive theory that seeks to base securities law violations on an alleged breach of duty to a reporter's readers rather than to his or her employer."

Sack said that this "theory" should be subjected to "careful scrutiny to assure that its adoption wouldn't conflict either with the ordinary, responsible operations of the business and financial press or with rights guaranteed under the Constitution."

He added, "Imposing on journalists an ill-defined 'duty to disclose' to their readers could lead to endless litigation and a constitutionally unacceptable judicial role in deciding what a newspaper should or must publish."

The Reporters Committee for Freedom of the Press said it was similarly concerned and in late May was considering legal intervention into the Winans case.

Winans said through an attorney that much of his conduct over previous months at the Journal was "wrong. Whether by my action I have violated the federal securities laws is a matter my attorneys will address in court. Whatever that outcome, I stand in judgment of myself as having violated fundamental tenets of my profession and moral principles." □

Report to Pentagon said to call for more access to military action

The Pentagon should make greater efforts to provide media access to future military operations, but reporters who break security guidelines should be barred from further coverage. That is one of the recommendations contained in the report that a media-military panel forwarded to the chairman of the Joint Chiefs of Staff, according to The Washington Post, which said it had obtained a copy.

The report, prepared by the so-called Sidle panel, also urges establishment of a standing pool of experienced reporters who could be ready on a moment's notice to accompany troops in future military actions, the Post said in a news story.

Members of the pool, perhaps staffed on a rotating basis, could be dispatched without knowing their destination, the story added. Such a pool of Pentagon reporters would further the panel's goal, announced earlier, of allowing news coverage of military actions "to the maximum degree possible consistent with mission security and the safety of U.S. forces."

The Pentagon might consider holding "exercises" with its pool of journalists, with reporters not knowing whether they were being dispatched to a real war zone or a war game, the Post said.

Gen. John W. Vessey, chairman of the Joint Chiefs, appointed the panel, headed by retired Army Maj. Gen. Winant Sidle, to study military-media relations following media protests of the Pentagon's two-day delay in allowing reporters to visit the scene of the Grenadian invasion last October [presstime, March 1984, p. 32].

The Sidle panel's report was submitted April 30 to Vessey. He did not release it, but the Post published a story about its contents May 10.

The 17-page report affirms the importance of news coverage of military operations whenever possible but says specific rules for coverage must be set case-by-case, the story said. The report did not comment on the furor over press controls imposed during the invasion of Grenada.

"However, we do feel that had our recommendations been 'in place' and fully considered at the time of Grenada, there might have been no need to create our panel," Sidle wrote in a cover letter that the Post also quoted.

After reviewing the recommendations, Vessey is to transmit them to Secretary of Defense Caspar W. Weinberger, who will make any decisions based on them.

Earlier, it was reported that Weinberger had assembled his own panel of journalists and authors to advise him on media matters.

The Weinberger advisory group includes William Beecher, diplomatic correspondent of The Boston Globe and former deputy assistant secretary of defense for public affairs; Edward T. (Eddie) Adams, Pulitzer Prize-winning free-lance photographer who covered wars for the Associated Press; Robert L. Sherrod, war correspondent for Time and Life magazines from 1935 to 1952; authors Theodore H. White and James A. Michener; NBC Pentagon correspondent Jack Reynolds; former CBS correspondents Walter Cronkite and Eric Sevareid; and former CBS News President Fred W. Friendly □

1,300 dailies set for SAUs

With the expanded Standard Advertising Unit system scheduled to go into effect July 1, last minute preparations by newspapers and newspaper-related businesses are underway.

The Newspaper Advertising Bureau said May 18 that about 1,300 daily newspapers in the United States will be in conformance with the voluntary system as of the implementation date.

The main parts of the voluntary system are a column width of 2 1/16 inches, a six-column advertising format for broadsheet newspapers, a set of 57 SAU™ units, and the inch as the unit of measure for the depth of newspaper advertising. In addition, newspapers are being asked to adopt a standard rate card format and a standard list of elements for advertising invoices.

The overall goal is to make it easier for advertisers to conceive and carry out multi-market ad campaigns in newspapers.

"We are looking forward to it," said Harris Emmerson, advertising director for The Birmingham News and Birmingham Post-Herald. Emmerson said he has not received any adverse reaction from advertisers who were informed in late April of the upcoming change of format from nine-column to six-column.

For more than a year, newspapers have been advised repeatedly to plan carefully for the conversion to the SAU system.

But even the best-laid plans can go awry.

At the Alton (Ill.) Telegraph, for example, people hired to modify the presses to accommodate a narrower newsprint web arrived before the newspaper had exhausted its supply of wide newsprint.

What do you do with two carloads of 58-inch-wide newsprint after your presses have been adjusted to print 55 inches wide? Finding there was no market for the wider paper, the Telegraph decided to use it up.

For parts of April and May, the newspaper appeared with a blank strip down the side. Reaction varied from one reader who wanted to know when the newspaper was going to start filling the empty "column," to another who said he liked the strip because it allowed him to hold the paper without getting ink on his hands. Editor and Publisher Stephen A. Cousley said simply: "It was a mess."

Charles M. Kinsolving Jr., NAB's vice president marketing/new technology, said he expects a "glitch-filled summer." This may be particularly true, he said, for papers that have not established new column-inch prices for all of their advertising units, and for those that have not rewritten all affected computer programs.

Problems also may develop, Kinsolving added, when a newspaper picks up display advertising for its classified pages from other parts of the paper. Classified advertising is not part of the SAU system.

At least one newspaper already has found a way to solve that problem. The Yuma (Ariz.) Daily Sun changed its classified pages from nine columns to six columns last September, three months after the rest of the newspaper converted to SAUs. It also increased the size of the type used for its classifieds from 8 point to 9 point. The result, according to Classified Advertising Coordinator Roseanne Lindgren, is a page that "looks more open" and ads that are easier to read.

Although newspapers were advised to make the format changes at any time, they were asked not to start billing national advertisers by the inch until July 1.

Standard Rate & Data Service Inc. has been "just innundated" at the 11th hour with information from papers that want to publicize their new "per inch" advertising rate, reported SRDS Editor Otis Kirchhoefer. He expects the June 12 edition of the monthly "Newspaper Rates and Data" to have inch rates for about 1,100 newspapers.

A common question from advertising agencies is how billing is going to be handled by newspapers that decide not to adopt the SAU format, but that will accept advertising in SAU units.

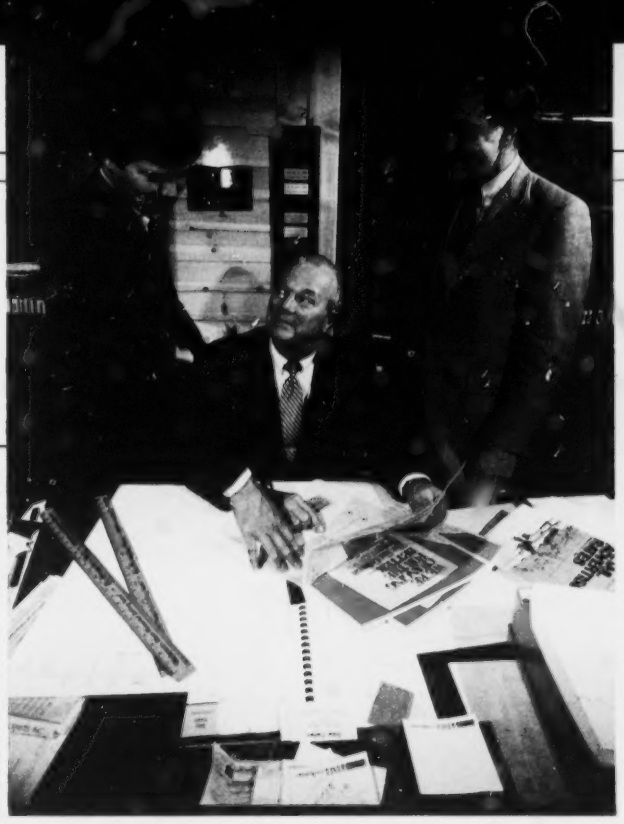
Thurman R. Pierce Jr., chairman of the Subcommittee on Newspaper Formats of the American Association of Advertising Agencies, said he has been told by eight- and nine-column newspapers that they will establish an "SAU inch" rate as well as an inch rate that corresponds to their particular column format.

However, two of the nation's largest tabloid papers, the Daily News of New York and Newsday of Long Island, N.Y., have decided not to establish a separate SAU-inch rate.

Because of the short cutoff of their presses, these newspapers have a particular problem adopting the system. They will accept more than half of the 57 SAU units; some of the units will "float" in the newspapers' six-column format, and advertisers will pay for that unoccupied space. They will establish prices for each of the SAU units they will accept, and establish a separate inch rate for all other ads based on their column width of 1 1/2 inches.

Changing from the traditional agate line measurement to inches affects not only rates but also calculations of the amount of advertising sold. After getting approval from its newspaper subscribers on a formula for converting lines into inches, Media Records Inc., which keeps track of the volume of advertising in major market dailies, said it will issue all reports in "SAU inches" beginning Jan. 1, 1985. The new procedure will apply to preprinted advertising inserts and classified ads as well as run-of-paper display ads.

The adjustments being made by newspapers to conform to the SAU system are no laughing matter. When the Sarasota (Fla.) Herald-Tribune narrowed its page



Bernard Truscale, Birmingham News

Birmingham News ad salesman William Q. Denson (left) reviews switch to six-column format with William Demaray (seated) and Owen Lawless, owners of Jones Lawless, a men's clothing store.

image width from 13 and 3/4 inches to 13 inches May 1, it also had to shrink photographically its camera-ready comics, noted Assistant Managing Editor Diane H. McFarlin. That requirement will end July 1, however.

That's because the Board of Directors of the Newspaper Features Council (formerly the Newspaper Comics Council) voted May 7 to recommend standard sizes for newspaper comics to fit the SAU system. The recommendations are that comic strips be 6 7/16 inches (38.6 picas) wide, that comic panels be 3 1/8 inches (19 picas) wide and that syndicates begin providing the features in these sizes effective July 1.

At least one editor, Stewart E. Huffman of The Republic in Columbus, Ind., had complained to the council that because of SAUs, the comics were becoming too small (presstime, May 1984, p. 80).

But not all features are shrinking. For example, Los Angeles Times Syndicate's "Love is. . ." will be enlarged to fit the new one-column SAU measure.

—Margaret Genovese

Simmons, Scarborough merge syndicated research

As newspapers make final preparations for launching the expanded Standard Advertising Unit system on July 1, other actions are under way with the same goal of making it easier for advertisers and their agencies to place their ads in newspapers.

In a move that once appeared as unlikely as a joint venture by Macy's and Gimbels, Simmons Market Research Bureau and Scarborough Research Corp. have formed a single company—Simmons-Scarborough Syndicated Research Associates—to continue the syndicated research documenting the effectiveness and reach of newspaper advertising that the firms produced separately in 1983.

The existence of two studies had caused confusion as newspapers began to present the survey results to ad agencies (presstime, April 1984, p. 54). Duplication of effort was also proving expensive. Some newspapers in the top 50 markets surveyed and some of the more than 100 agencies using the data purchased both studies, while others used only one.

"The (newspaper) industry had repeatedly asked for (a single survey)," said Scarborough President Harold Israel in explaining the merged effort. "Now we can put our energy into selling the study to advertising agencies," said Peter A. Bonanni, president of Simmons' media studies division.

Meanwhile, a New York advertising agency, Doyle Dane Bernbach, unveiled a new computerized program designed to drastically reduce the time required to plan and buy newspaper advertising in multiple markets.

Developed in conjunction with Knight-Ridder Newspaper Sales Inc. and Story & Kelly-Smith Inc., the system will be made available to agencies, advertisers and newspapers through the four major time-sharing companies now offering Simmons and Scarborough's syndicated research data—Windsor Systems, Telmar Systems and Interactive Market Systems of New York, and Management Science Associates of Pittsburgh.

According to Seymour Goldis, DDB's senior vice president and director of media services, a trial run of the system cut the time required to produce a media plan in 38 markets from an estimated 35 hours to under three hours. "This is a dramatic step when you can reduce planning time 90 percent," said Goldis.

With the time savings, says Goldis, newspapers can easily provide the specific information on product movement and readership patterns that can influence agencies to place ads in newspapers instead of in other media.

Both the Simmons and Scarborough studies and the DDB database include newspapers in the top 50 markets, and all are considering expansion to include smaller markets later.

The first syndicated research project by Simmons-Scarborough Syndicated Research Associates will begin in the fall of 1984, with reports anticipated by the spring of 1985. President of the new company is John Polich, former group marketing director for regional newspapers of The New York Times Co. Except for the newspaper studies done by the new company, Simmons and Scarborough will continue to operate as competing firms. □

A peek into the future

BY CRAIG C. STANDEN

Craig C. Standen

One of the most interesting research projects the Newspaper Advertising Bureau has ever undertaken has been turned into a fascinating presentation titled "The Future of Advertising."

The presentation is based on a "Delphi-type" study conducted last fall under the leadership of Leo Bogart, the bureau's executive vice president and general manager. According to Bogart and the more than 250 leading advertising professionals who took part in the study, there are a number of major developments that we can expect to see in the advertising business in the next 26 years—between now and the year 2010.

Here are some of them.

• *More ads will be clamoring to be seen and heard.* In fact, the number of ads printed and broadcast is expected to double by 1997. One reason is that the 15-second television commercial is expected to replace the 30-second commercial, just as the "30" replaced the "60" in the 1960s.

This change should create a genuine opportunity for newspapers: Doubling ad messages on TV means doubling ad clutter by jamming twice as many messages into the same time period, but doubling ad messages in the newspaper is most likely to mean a larger newspaper and a larger newshole. In other words, TV and radio will be giving their audiences *less* for their money; we will be giving our readers *more* for their money.

• *There will be more competition for the public's time.* Within the next 10 years, the new technologies and their media outlets—cable TV, videotex, VCRs and video games—will cut at least 10 percent from the time people spend with present communications media, say the respondents. They expect this will almost certainly mean a further reduction of the networks' share of the prime time television audience—perhaps from today's 78 percent to 40 percent by the end of the century.

• *Newspaper color will be widespread.* In fact, a large majority of the panel of advertising executives believes that within the next dozen years almost all daily newspapers will offer high-quality ROP color every day. This belief is in part a tribute to the advances newspapers have made in color reproduction in the past decade. But in a way it is also a warning—a warning that our customers expect us to continue to improve both the quality of our product and the movement toward standardization.

It may well be that the next great step forward in the business of marketing newspapers to both advertisers and readers will be in the area of higher quality and universally available color. It certainly seems to be an idea whose time is about to come.

• *Advertising will be increasingly targeted to specific consumers.* The panel expects that by 1997, the number of specialized media vehicles aimed at narrowly defined, well-targeted markets will double. Indeed, most of the panel believes that one-third of all national advertising will be targeted to achieve immediate sales response, rather than to build brand image.

For newspapers, this seems to be a "bad news, good news" prediction: The bad news is that the targeted media will be able to deliver audiences with a higher percentage of prospects than will newspapers; the good news is that these specialized media will be more expensive, and that newspapers have the demonstrated ability to deliver immediate sales response. The "kicker" may be that newspapers will also pick up lots of added prospects (and purchasers) who just can't be reached by the sharply targeted media. In other words, newspapers may turn out to be less efficient—but more effective and more profitable—for the target-oriented advertiser.

• *The information content of advertising will increase sharply.* The consumer is increasingly a person who wants to *know*. Today 21 percent of those in their late 20s are college graduates. By 2000, says the Bureau's panel of advertising executives, this proportion will double. The panel also believes strongly that advertising will *have* to contain more information in order to be read, believed and acted upon.

This should definitely help the print media; even a five-minute commercial can't convey as much information as a quarter-page newspaper ad.

These are just a few of the many ideas contained in "The Future of Advertising." We used this presentation as the centerpiece of our recent "Newspaper Day" program for agency and advertiser executives in New York City. You might find it equally useful in putting on a program for your major advertisers, or for use when you are invited to be part of a program with other media advertisers.

A member version of "The Future of Advertising" will be available soon. To order in advance call Hal Licker at (212) 704-4571. Or if you'd like to arrange for Leo Bogart to make the presentation to an audience in your market, why not write him at our new address, 1180 Avenue of the Americas, New York, N.Y. 10036, or call him at his new direct-dial number, (212) 704-4525. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Game nears end for Camel Scoreboard

The controversial Camel Scoreboard, which printed sports scores within a cigarette ad, will be discontinued as of July 1.

This action by newspapers' largest advertiser, R. J. Reynolds Industries Inc., is the "result of changes in marketing strategy" said Nat Walker, the firm's public affairs manager for print media.

The scoreboard, first proposed in 1981, was rejected by many newspapers approached by the tobacco company as an inappropriate combination of advertising and editorial material. About 100, primarily small and middle-size, newspapers ran the agate-line sports scores surrounded by a border resembling a pack of Camel cigarettes (presstime, Nov. 1981, p. 36).

Overall, Reynolds in 1984 is running about the same amount of newspaper ads as in 1983, but the ads are smaller this year, said Walker.

"The only major shift Reynolds has made recently was two or three years ago when it upped newspaper spending rather significantly in order to get more local market impact," he said. "What is happening now is to some degree a readjustment of that." □

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Deadline nears for proposed sale of Conrail

The U.S. Department of Transportation has set a deadline of June 18 for any new offers to purchase Conrail from the government.

The action came after Alleghany Corp. made an offer it valued at $1 billion for the Northeastern carrier. To date, the only other firm bid for the railroad has been made by a consortium of Conrail labor unions.

The other four primary parties that have expressed an interest in acquiring Conrail are the Chicago and North Western Transportation Co., CSX Corp., Norfolk Southern Corp. and the Bass brothers, who are wealthy Texas investors [presstime, Feb. 1984, p. 49].

DOT has said that an acceptable offer must leave the railroad in strong financial condition, preserve service to the states and shippers served by Conrail, and provide a maximum return to the taxpayer.

Conrail reported a net income of $90.9 million for the first three months of 1984, the railroad's best first-quarter performance in its eight-year history. For the same period last year, net income was $12.6 million. Carloadings increased 11.5 percent over the comparable period in 1983.

Contract expiring for longshoremen on West Coast

The three-year contract between the Pacific Maritime Association and the International Longshoremen's and Warehousemen's Union expires July 1, and negotiations on a new contract are under way. The contract covers nearly 10,000 longshoremen, clerks and foremen on the West Coast.

Meanwhile, British Columbia's 2,400 longshoremen have voted for a 12-month extension to their existing three-year contract, which had been due to expire Nov. 8. ILWU members there approved a modest wage offer from the British Columbian Maritime Employers Association. However, the province's towboat industry now faces the prospect of a strike. Some 1,900 seagoing members of the guild, the Canadian Brotherhood of Railway Transport and General Workers, and the Seafarers International Union have been without a contract with the towboat companies since last Sept. 30.

UN agency approves funding of kenaf project in Pakistan

The United Nations Development Programme has awarded a $31,000 contract to Kenaf International to conduct kenaf-growing tests in Pakistan.

Based on those tests, the UNDP and the Pakistani government could authorize a study of the feasibility of using kenaf as a source of fiber for papermaking in that country, said KI Chairman Jerry K. Stanners, who also is chief executive officer of The Bakersfield Californian.

The growing trials are timely, said KI General Manager Charles Taylor, because the Pakistani government is considering building a newsprint mill but is concerned about the availability of raw material.

Kenaf, an annual plant that grows well in tropical or subtropical climes—with stalks typically growing to 12 feet in height—produces a jute-like fiber that has been used for making rope, canvas and sacking. Recent research has focused on kenaf as a source of fiber for carpet-backing yarn or newsprint.

Kenaf International, a company formed in 1982 to study the technical feasibility of using kenaf as a raw material in paper production, recently reorganized [presstime, April 1982, p. 57]. Pulling out of the venture was Soil and Land Use Technology Inc. of Columbia, Md., the company that conducted a 1980-82 study for ANPA on the economic feasibility of producing newsprint from kenaf.

SaLUT President Arthur A. Theisen cited financial reasons for ending involvement in KI.

However, Taylor, a former SaLUT employee, acquired a 15-percent interest in Kenaf International. The remaining 85 percent is equally split between the Californian and Agrifuture Inc., also of Bakersfield.

Common market urged to lift newsprint ceiling

The European Parliament has urged the European Economic Community to raise the limit on duty-free newsprint that can be imported into EEC countries above the current ceiling of 500,000 tons.

The parliament, a primarily advisory body representing about a dozen nations, passed a resolution to that effect April 18 in deliberations in Brussels.

Late last year, the EEC (or Common Market) imposed that ceiling for 1984. The Canadian newsprint manufacturers and government have vehemently opposed the limit, claiming it violates the General Agreement on Tariffs and Trade to which both sides are a party. Canada exports about 700,000 tons of newsprint to EEC countries each year [presstime, Feb. 1984, p. 45].

A Canadian Pulp and Paper Association official, while praising the European Parliament's resolution, pointed out that the Parliament has more of a "moral influence" than actual political clout.

The pulp and paper association official said a panel has been selected to arbitrate the dispute, but no hearing dates have been set.

NEWSPRINT NOTES

• Georgia-Pacific Corp. will acquire **an 8.5-percent stake in St. Regis Corp.** from Loews Corp. In addition, Georgia-Pacific agreed to buy some of St. Regis' forest-products assets in a transaction valued at $342.5 million. No newsprint mills are included in the sell-off.

• Boise Cascade Corp. and Sonat Inc., an energy company, **ended their joint venture** at DeRidder, La., known as Boise Southern Co. Boise Cascade will assume ownership of all forest-products manufacturing operations currently held by the joint venture. The DeRidder operation includes manufacture of newsprint and other paper products.

• British Columbia Forest Products Ltd. **decided not to proceed** with building a mill near Whitecourt, Alberta, because of cost. The company had considered both a newsprint mill and a softwood kraft pulp mill for the site [presstime, Nov. 1983, p. 37].

• Daishowa Paper Mfg. Co. plans to restudy the possibility of **adding a paper machine** at its Quesnel River, B.C., mill to produce newsprint or some other grade of paper for export to Japan. The mill is jointly owned by the Japanese company and West Fraser Timber Co. Ltd. [presstime, Jan. 1983, p. 44].

April consumption rises 11.1 percent

The estimated newsprint consumption of all U.S. users in April increased 11.1 percent over April 1983. There were five Sundays in April this year, which would account for about 3 percent of the increase.

During the first four months of 1984, consumption by all users was 9.8-percent above year-earlier levels.

For U.S. daily newspapers, consumption rose 8.4 percent in April and 6.3 percent in the four-month period.

At the end of April, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 39 days, down from 41 days a year earlier. Stocks of North American mills the end of April were about 20-percent below April 1983 levels.

The April operating rate for Canadian mills was 89 percent. At U.S. mills, it was 95.1 percent.

Shipments from Canadian mills for the first four months of the year were up 4.8 percent over the same period in 1983. Canadian shipments to the United States increased 5.9 percent, although exports elsewhere decreased 5.9 percent. Shipments within Canada increased 12.6 percent. Domestic shipments from U.S. mills were up 16.4 percent during the same period, and U.S. exports of newsprint increased 5.8 percent.

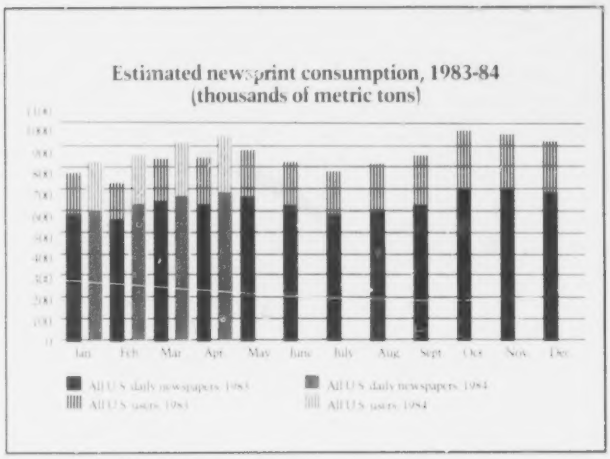
Shipments from all North American mills combined were up 9 percent for the first four months. North American shipments for April increased 6.4 percent compared with a year ago.

Estimated consumption of all U.S. daily newspapers[1]

Region	March 1984	March 1983	% Change
Northeast	168,955	163,791	+3.2
North Central	144,831	143,804	+0.7
South	229,788	216,684	+6.0
West	155,825	144,797	+7.6
Circulation size			
up to 25,000	46,397	57,726	-19.6
25,001-100,000	123,747	127,779	-3.2
Over 100,000	529,255	483,571	+9.4
March totals	699,399(r)	669,076	+4.5(r)
Three-month totals	1,970,862(r)	1,867,979	+5.5(r)
Region	**April 1984**	**April 1983**	**% Change**
Northeast	170,096	159,008	+7.0
North Central	148,969	141,015	+5.6
South	227,008	206,660	+9.8
West	159,095	143,905	+10.6
Circulation size			
up to 25,000	47,281	52,154	-9.3
25,001-100,000	122,348	124,196	-1.5
Over 100,000	535,539	474,238	+12.9
April totals	705,168(p)	650,588	+8.4(p)
Four-month totals	2,676,030(p)	2,518,567	+6.3(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
February 1984	808,210	36	6
February 1983	822,869	40	6
March 1984	777,550(r)	34	5
March 1983	804,829	40	5
April 1984	766,383(p)	33(p)	6(p)
April 1983	780,015	36	5
Canadian mills			
April 1984	365,386	--	--
April 1983	373,943	--	--
U.S. mills			
April 1984	64,543	--	--
April 1983	161,088	--	--



Estimated consumption of all U.S. users

	1984	1983	% Change
February totals	880,000(r)	764,000	+15.2(r)
March totals	946,000(r)	875,000	+8.1(r)
April totals	977,000(p)	879,000	+11.1(p)
Four-month totals	3,650,000(p)	3,323,000	+9.8(p)

Production

	Canada	U.S.A.	North America
April 1984	737,464	421,574	1,159,038
April 1983	694,855	363,493	1,058,348
Increase	+42,609	+58,081	+100,690
	+6.1%	+16.0%	+9.5%
Four months 1984	2,781,729	1,682,533	4,464,312
Four months 1983	2,713,571	1,550,795	4,264,366
Increase	+68,208	+131,738	+199,946
	+2.5%	+8.5%	+4.7%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1984	515,799	90,367	94,862	701,028
April 1983	510,402	83,299	116,164	709,865
Four months 1984	1,983,861	339,151	396,364	2,719,376
Four months 1983	1,873,399	301,303	421,226	2,595,928
Increase or decrease	+110,462	+37,848	-24,862	+123,448
	+5.9%	+12.6%	-5.9%	+4.8%
From U.S. mills				
April 1984	417,703	----	21,153	438,856
April 1983	340,970	----	20,852	361,822
Four months 1984	1,638,703	----	79,993	1,718,696
Four months 1983	1,400,532	----	75,584	1,476,116
Increase	+238,171	----	+4,409	+242,580
	+17.0%	----	+5.8%	+16.4%
From North American mills				
April 1984	933,502	90,367	116,015	1,139,884
April 1983	851,372	83,299	137,016	1,071,687
Four months 1984	3,622,564	339,151	476,357	4,438,072
Four months 1983	3,273,931	301,303	496,810	4,072,044
Increase or decrease	+348,633	+37,848	-20,453	+366,028
	+10.6%	+12.6%	-4.1%	+9.0%

[1]Based on statistical data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

Atlanta show all set to go

IMPACT '84—Issues and Answers, the 56th annual ANPA Operations Management Conference & Exposition, starts its five-day run June 9 at the Georgia World Congress Center in Atlanta.

Attendance is expected to exceed the 10,524 at the 1983 Conference & Exposition, according to ANPA Director/Technical Services Peter P. Romano.

Romano, who serves as director of the dual event, said this year's Exposition will be "bigger than ever," with net square footage and the number of exhibitors both setting records [presstime, May 1984, p. 60].

The Conference will consist of three general sessions and six symposiums.

The general sessions will focus on distribution issues such as postal-rate matters, marriage mail, subscriber/non-subscriber lists and insertion of preprints; color reproduction and product quality; and efficient use of electronic prepress systems, pagination equipment, presses, personal computers and telephone systems.

The symposiums will address issues involving color quality, environmental concerns, electronic publishing, press options, newsroom functions and personal computers.

The program was put together by the Conference & Exposition Arrangements Committee headed by Kenneth C. Bronson of Stauffer Communications Inc., Topeka, Kan.

All general sessions will be held in the auditorium, Level 3 in the East Concourse. The June 11 general session will be an all-morning affair, from 9 a.m. to 12:30 p.m., while the June 12 and 13 general sessions will be from 9 to 10:35 a.m. The symposiums will be Tuesday and Wednesday from 10:45 a.m. to 12:30 p.m. in Rooms 214 and 215 on Level 2.

The equipment exhibits, all on Level 1 of the center, will be open from 11 a.m. to 6 p.m. June 9 and 10, and from noon to 6 p.m. June 11-13.

A 15-minute presentation on The Newspaper Center's consolidated facilities in Reston, Va., will precede the general sessions in the auditorium on Monday and Tuesday.

About 218 companies will display their wares in booths that will cover 235,000 square feet. [See list, p. 54.]

A $25 registration fee covers admission to all sessions and the exhibition. There is no preregistration. The registration desks

Program for 56th ANPA Operations Management Conference & Exposition

Monday, June 11

ANPA Slide Presentation, 8:45 a.m.-9 a.m.

General Session 9 a.m. to 12:30 p.m.

Chairman: **Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.

Welcoming Address: Charles E. Glover, president, Cox Enterprises Inc., Atlanta

Address by the ANPA Chairman and President, Richard J.V. Johnson, president, Houston Chronicle

Theme: **Distribution**

Issues

Where We Stand Now, Otto Silha, chairman of the board, Cowles Media Co., Minneapolis

The Post Office Point of View, Postmaster General William F. Bolger, U.S. Postal Service, Washington

Advo Marriage Mail, Jack Valentine, president, Advo-System Inc., Hartford, Conn.

A Major Retailer's Wants and Needs, Richard Trea, market media manager, J.C. Penney Co., New York

Answers

Strategic Packaging and Pricing, Jerome S. Tilis, senior vice president, Philadelphia Inquirer and Daily News

Combatting the Marriage Mailer, Richard J. Kaspar, vice president and general manager, The Columbus [Ga.] Ledger and Enquirer

Putting Research to Work for You, B. Stuart Tolley, vice president and director of research, Newspaper Advertising Bureau, New York

Setting Up and Maintaining Subscriber/Non-subscriber Lists, Lindsey Wulff, director of information systems and telecomputing, Lee Enterprises Inc., Davenport, Iowa

On-Line Inserting, Joe Hladky III, president and publisher, The Gazette Co., Cedar Rapids, Iowa

Off-Line Inserting, Robert L. Moyer, vice president/operations, Small Newspapers, Kankakee, Ill.

Tuesday, June 12

ANPA Slide Presentation, 8:45 a.m.-9 a.m.

General Session 9 a.m. to 10:35 a.m.

Chairman: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers, White Plains, N.Y.

Presentations: Editor & Publisher Exposition Awards, Kodak World's Best Color Award

Theme: **Color and Product Quality**

Issues

Our Color World, Dr. Robert Chestnut, research director, Advertising Research Foundation, New York

Color in Newspapers From the Agency Point of View, Stephen C. Kopcha, executive creative director, D'Arcy MacManus Masius, Bloomfield Hills, Mich.

Answers

An Editor's Perspective, David Lawrence Jr., vice president and executive editor, Detroit Free Press

An Advertising Director's Perspective, Dennis Berry, advertising director, Atlanta Journal and Constitution

A Publisher's Perspective, Harold Lifvendahl, president, publisher and chief executive officer, The Orlando Sentinel

The Production and Operations Perspective, Charles R. Blevins, vice president/production, Gannett Co. Inc., Rosslyn, Va., and **Stan Richmond,** vice president/systems and engineering newspaper operations, Harte-Hanks Communications Inc., San Antonio

Three Concurrent Symposia—10:45 a.m. to 12:30 p.m.

• Symposium I: Color—A Systems Approach

Chairman: **Norman P. Dusseault,** operations manager, Times Publishing Co., St. Petersburg

Panelists: **Michael F. Foley,** managing editor, St. Petersburg Times, **William Howard,** color lab supervisor, St. Petersburg Times, **Walter D. George,** vice president/production, The Press Democrat, Santa Rosa, Calif., **Michael Bella,** vice president/production director, The Times Journal Co., Springfield, Va.

Kenneth C. Bronson

William F. Bolger

Jack Valentine

Joseph M. Ungaro

Claudia James

Harry Newton

at the center will be open June 9 and 10 from 10 a.m. to 6 p.m. and June 11-13 from 8 a.m. to 6 p.m.

Room commitments have been made by 13 major hotels, including the Atlanta Hilton and the Hyatt Regency, the co-headquarters hotels.

ANPA will provide complimentary shuttle bus service to the center from all of these hotels except the Omni International, located adjacent to the center. Buses will operate at 15-minute intervals from 10 a.m. to 6:30 p.m. June 9 and 10, and from 8 a.m. to 6:30 p.m. June 11-13.

Hertz, the official car-rental company, is offering attendees substantial car-rental discounts. Give the code number CP-93039 when reserving and picking up a Hertz car.

Taxi service from the airport to the hotels, a distance of about 11.3 miles, is based on a flat rate of $13.50 for one passenger, $14 for two and $15 for three or more. Airport bus service to downtown hotels is $5.25 one way and $9.50 round trip.

Production Management Associates will offer an entertainment program for spouses and guests, including a hospitality suite. On-site registration for associates will be in Room 210, East Concourse on Level 2, from 10 a.m. to 6 p.m. June 9 and 10, and from 8 a.m. to 6 p.m. June 11-13.

ANPA will again provide a program guide and exhibitors' directory. □

• Symposium II: Environmental Issues

Chairman: **Howard R. Brown,** medical director, The New York Times Co.

Environmental Problems—They Won't Go Away, Howard R. Brown

Health Care Costs—Pay Now or Pay Later, Wayne O. Buck, medical director, Los Angeles Times

Update on VDT Legislation, Claudia James, ANPA counsel

Newspapers' Waste Problems—How to Handle Them, Richard Neergaard, ANPA assistant environmental coordinator

• Symposium III: Electronic Publishing

Chairman: **Uzal Martz Jr.,** president, J.H. Zerbey Newspapers Inc., and publisher, Pottsville (Pa.) Republican

Today's Market: An Overview for the User, James Sobezak, vice president/telecommunications, Bank of America, San Francisco

The Phone Room: How to Get More Value From Your Telephone System, Robert A. Fusie, general manager, Quad-City Times, Davenport, Iowa

Paging Systems: How to Improve Distribution, John Friedman, circulation services director, Philadelphia Inquirer and Daily News

Teleconferencing: Audio, Video and Computer Networking Alternatives, Charlton R. Price, senior consultant, Lawrence-Leiter and Co., Kansas City, Mo.

Making It Work: Managing Your Telecommunications System, Shirley Conover, vice president/director of communications services, Chicago Tribune

Wednesday, June 13

General Session 9 a.m. to 10:35 a.m.

Chairman: **Larry Strutton,** vice president/operations, Los Angeles Times

Theme: **Efficiencies**

Issues

Electronic Systems: Status or Status Quo, John Seybold, publisher, Seybold Publications Inc., Media, Pa.

Press Decisions, Ralph Roth, vice president/production, Knight-Ridder Newspapers Inc., Miami

Pagination: CPU to Plate/Film, Charles J. Gallagher, production director, The Observer-Dispatch, Utica, N.Y.

Personal Computers—Networking, James Longson, director of technology development, Chicago Tribune

Telephone Systems and Communications, Harry Newton, president, Telcom Library, New York

Three Concurrent Symposia—10:45 a.m. to 12:30 p.m.

Answers

• Symposium I: Press Decisions

Chairman: **Ralph E. Eary,** director of production, Scripps-Howard Newspapers, Cincinnati

Direct Lithography—Milwaukee Style, Kenneth W. Adams, vice president and production director, Milwaukee Journal and Sentinel

Our Approach to a Total Flexo Conversion, Tom Might, vice president/production, The Washington Post

New Flexo Units, James Missroon, flexo coordinator, Atlanta Journal and Constitution

The LOC System—Alive and Well, Charles J. Morrow, director of production, Los Angeles Times

ANPA Offset Anilox Keyless Inker on Metro Presses, George E. Botsko, production director, Burlington County Times, Willingboro, N.J.

Press Conversions—In Retrospect, Jonathan Markey, director of production, USA Today, Washington, D.C.

• Symposium II: Newsroom

Chairman: **Thomas W. Jobson,** vice president/news, managing editor, Asbury Park (N.J.) Press

Electronic Libraries—Where Do We Stand, Robert J. Farquhar, director of new systems, The Daily Oklahoman, Oklahoma City

Knight-Ridder Regional Library Approach, Peter T. Leach, director of operations, VU/TEXT Information Services Inc., Philadelphia

Electronic Darkroom, Richard Atkin, director of communications, Associated Press, New York

Pagination Progress Reports, Rodger Adams, assistant to the editor, Minneapolis Star and Tribune, and **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.

• Symposium III: Personal Computers

Chairman: **Thomas P. O'Donnell,** president and publisher, News and Sun-Sentinel Co., Fort Lauderdale

Integration with Corporate Information, Steve Taylor, director of information services, The Boston Globe

Role of Personal Computers and Circulation Management, Steve Helm, administrative manager/circulation, Kansas City (Mo.) Star

Using Personal Computers to Manage Telecommunications Operations, Shirley Conover, vice president/director of communications services, Chicago Tribune

Financial Aspects of Personal Computers, Barry T. Peckham, assistant comptroller, The Dallas Morning News

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Pressroom supervisor Cliff James stands next to redesigned clamp.

Pressroom ingenuity

Bob Carlisle is one of those people who's never quite satisfied with things, always looking for ways to get the job done better. Because of that attitude, his company, Associated Desert Newspapers Inc. of El Centro, Calif., has developed two rather unique ways of dealing with problems in his pressroom.

First, Carlisle was having trouble with his new, so-called "fast disconnect" paper clamp, the forklift-mounted device used to grasp and move newsprint around the pressroom. Every time he needed to take the clamp off so the forklift could be used for other purposes he ran into problems.

The lift "worked fine if you had plenty of time and three men to disconnect the clamp," said Carlisle, vice president of operations for the company that publishes the Imperial Valley Press of El Centro and The Brawley News. "It was also dangerous, and the only people able to disconnect it were the pressmen, creating problems if the pressroom was making a run."

Carlisle contacted a machine shop in El Centro that redesigned the clamp so it could be easily disconnected and so the lift could be used as a normal forklift.

"I'm sure the larger papers are able to justify more than one lift," said Carlisle, "but for papers our size, this has solved our problems of loading and unloading our preprints and newsprint."

The newspaper executive also ran into problems when he decided to add two units to his existing Urbanite press line. When the press erectors took the metal covers off the existing press's drive train, the crew discovered that the gears were badly damaged. Fortunately, the gears were replaced without much difficulty.

To prevent a recurrence of the gear-damage problem, Carlisle had his crew replace the opaque metal gear covers with transparent plexiglass ones.

"The plexiglass covers enable us to monitor the oil flow to the gears every day," he said. "And you can also check the condition of the gears." □

TECHNOLOGY NOTES

• Digital Equipment Corp. and Collier-Jackson Inc. entered into an original-equipment-manufacturer agreement whereby **Collier-Jackson will market the VAX hardware** that runs its newspaper business software.

• Alphatype Corp. and Penta Systems International Inc. entered into a licensing agreement that will enable **Penta front-end systems to drive Alphatype's CRS** digital phototypesetters.

• **Windmoeller & Hoelscher Corp.** will not exhibit any equipment at the ANPA Exposition this month, but it will distribute copies of a newspaper printed by four-color process on its flexographic press.

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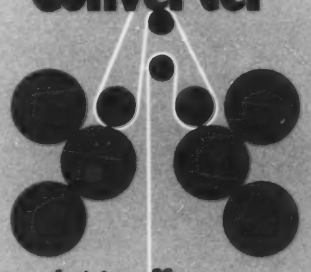

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New 'intelligent' scanner reads various fonts, type sizes

First there was OCR, optical character recognition. Now there is ICR, intelligent character recognition, and this advance in text-scanning technology holds some eye-opening potential for newspapers.

Earlier this year, Kurzweil Computer Products, a subsidiary of Xerox Co., began marketing the Kurzweil 4000 intelligent character recognition system.

According to the firm, the $35,000 ICR device uses "artificial-intelligence software which has the capability to make decisions and can determine character identification." In other words, the device learns and interprets type fonts, sizes and formats as it scans a document or article.

The Kurzweil 4000 has many potential applications in the newspaper business. It could be used, for example, to turn tattered, yellowed clippings into electronic carbons of published stories. One paper, The Globe and Mail of Toronto, was among the first purchasers of the 4000, which is a far cry from the OCR equipment first used in the early 1970s.

OCRs, which were designed to eliminate the time-consuming and costly process of re-keyboarding copy, could read only characters from certain electric typewriter fonts. And the increasing power and flexibility of front-end systems made the devices a less attractive alternative technology.

Unlike OCR systems, "ICR recognizes [both] typeset or typewritten materials . . . with few exceptions," according to the Kurzweil company. "ICR can split two characters that are touching or combine two or more parts of a broken character. It can make decisions, in context, between numbers and letters, opening and closing quotes, hyphens and dashes, and many other ambiguities which plague conventional OCR."

At The Globe and Mail, the 4000 is being used to scan corporate financial reports into its Info Globe database. The reports will be available to Info Globe subscribers in June, according to Thomas A. Hogan, the paper's electronic systems supervisor. "It's an amazing piece of machinery," he says.

In the limited time the newspaper has been using the ICR device, Hogan says, it has been trouble-free except for the standard "operator problems," but even those are minimal compared with traditional OCR devices. The device, Hogan reports, can read blue type on a gray background, for instance.

While the ICR's primary purpose will be for scanning financial reports for Info Globe, Hogan says the newspaper is considering using it for scanning advertising copy and retrieving specifically requested library clips electronically.

Both Hogan and ANPA Production Engineer Donald Tešchner believe ICR technology holds promise as a method of bringing remotely generated materials, such as free-lance writers' copy and press releases, into a newspaper's front-end system without re-keyboarding. It also possesses the potential to allow newspapers that are developing electronic databases to scan their entire library of old clippings.

The ICR is not without its drawbacks, however. The device scans characters at a rate of 20 to 50 per second, depending on the quality and condition of the materials to be scanned. That is slower than conventional OCR devices but faster than the standard manual keyboarding rate of two to five characters per second.

Noel V. Coletti, Kuzweil's corporate marketing manager, points out that as ICR technology advances, the device will achieve faster scanning rates.

"There are some constraints on the system," Coletti also says, "particularly with the quality of the printed materials" to be scanned.

While the ICR device would not have any trouble reading standard copy printed by offset presses, he says, it may have trouble with agate type printed by the letterpress process on poor quality newsprint.

—Paul Kruglinski

A tech term helper

Trying to keep track of new publishing and computer terms could be made easier with *Printing & Computing Terminology* and *Word Processing Glossary*.

The books, written by Harold C. Durbin, define technological words, phrases and acronyms now in use or finding their way into the language. *Printing & Computer Terminology* ($9.50) lists more than 2,000 entries used in the printing industry; *Word Processing Glossary* ($15) lists 3,600 entries used in data processing and computing.

The books are available from Durbin Associates, 3711 Southwood Drive, Easton, Pa. 18042. □

Ultratec film shows promise

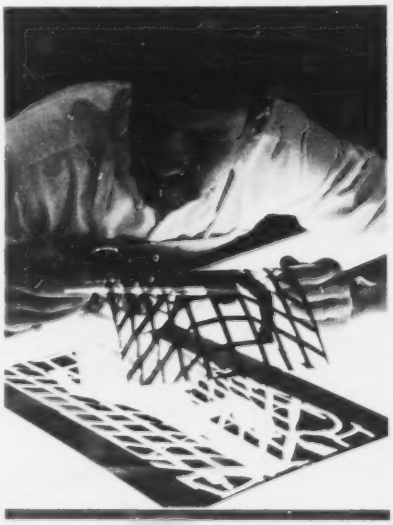
Last fall, Eastman Kodak Co. introduced a new line of Ultratec photoreproduction film products. Kodak claimed the films would enable users "to produce halftones and linework with the high quality of lith processing and the speed and simplicity of rapid access—but without the problems often associated with either processing method."

The Ultratec products, the firm said, meld lithographic and rapid-access film technologies. Traditional lithographic films contain silver halides and use a two-chemical developing process. Rapid-access films are essentially non-silver based and need less complex developing chemistry. In general, lithographic films provide high-quality reproduction but are relatively expensive, while rapid-access films develop more quickly and employ a more stable development process.

Do the new products measure up to those corporate claims? Is switching to them cost-effective? The Review, a twice-weekly newspaper in Plymouth, Wis., and ANPA researchers are providing some answers to those questions.

The Review began using the new line and halftone films with its new 3M processor soon after their introduction. And both have performed well, according to Assistant Publisher Barry F. Johanson.

However, the film for linework, specifi-



Line, halftone, or transparent originals can be made with contact printing of Ultratec.

cally the 17-by-23-inch film used to reproduce whole pages, proved too costly—$1.05 a page more than conventional film, Johanson said—and the paper has stopped using it.

On the other hand, the new halftone film enabled the Wisconsin paper to cut the cost of producing halftones by one-third, he reported, and it continues to be used in regular production. He said the Review is now using less development chemistry in its darkroom and has cut exposure times for halftone and line shots by 50 percent. The paper is also achieving higher quality reproduction.

"The halftones are excellent," Johanson said. "The pages seem brighter because the edges of the individual letters seem sharper."

At ANPA, following a donation from Kodak earlier this year, researchers also tested some Ultratec products—line, halftone, contact and duplication films and contact paper—and the requisite chemistry. For one month, ANPA researchers put the darkroom materials through their respective paces in experimental, production settings at The Newspaper Center in Reston, Va.

The tests pointed up the film's advantages and drawbacks.

John C. Harrington, ANPA photographer/color specialist, reported that the stability of the Ultratec development chemistry approximates that of rapid access, and that control strips are not needed to monitor the development chemistry. The quality of reproduction is competitive with lithographic films, he said, so long as a newspaper uses a screen compatible with the films.

Yet Harrington also pointed out that some of the films, especially the scanner film, are slower than lithographic films, and a deep-tank processor is needed to accommodate developing the products.

The ANPA researcher said newspapers using rapid-access films could benefit from the films when they need lithographic-quality reproduction.

The Review's Johanson believes the future of the products within the newspaper business is dependent upon Kodak's altering its marketing of the Ultratec line. "Kodak has to come out with a revised price for the [line] film for newspapers," Johanson added, "or newspapers won't use it." And if they don't use the Ultratec line film, it's unlikely they will use the Ultratec halftone film because of the inconvenience of having to deal with more than one film process in the darkroom.

But Kodak officials told presstime they currently do not plan a price reduction for line film, although the company has dropped the price of Ultratec developing chemistry 25 percent. Also, they said the development chemistry is "the most stable in Kodak's history," so long as replenishment instructions are followed.

Although the firm does not recommend using a shallow-tank processor for development, Kodak representatives said it is possible to do so. They also said screens other than Kodak Ultratec can be used, but the quality of reproduction will vary with each.

ANPA's Harrington said that each newspaper must determine, given the equipment it has and its production needs, whether any or all Kodak's Ultratec films can be cost-effectively used in its production department. □

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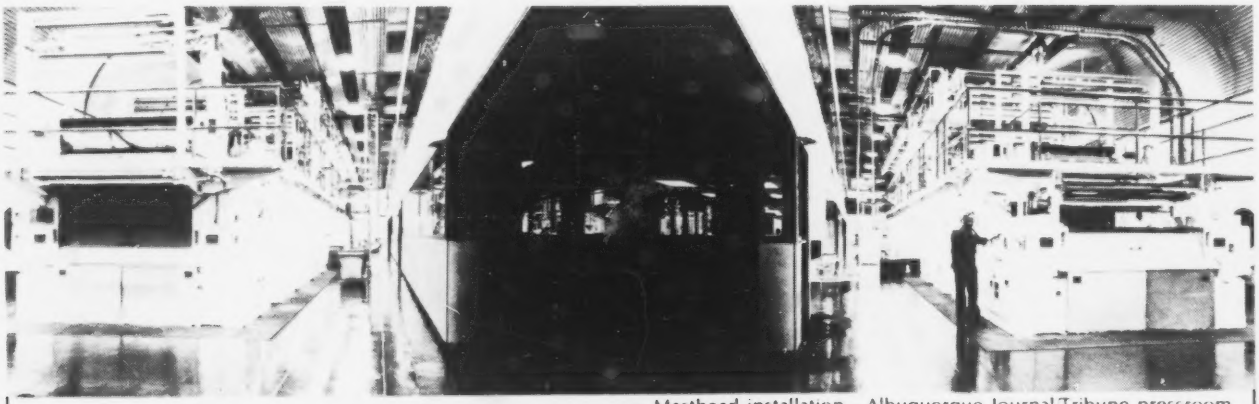
TECHNOLOGY CALENDAR

- The **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.
- The **Mycro-Tek Users Group** will meet June 9 at the Georgia World Congress Center in Atlanta.
- The **Newspaper Computer Users Group** will meet June 9-11 at the Atlanta Marriott hotel.
- The **ANPA Technical Committee** will meet June 10 at the Georgia World Congress Center in Atlanta and Sept. 6-7 at The Newspaper Center in Reston, Va.
- **Gutenberg USA**, an international graphic arts trade show, will be July 12-15 at McCormick Place in Chicago.
- **IPEX '84**, the international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.
- **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference, which will feature electronic components, equipment and systems, will be the first of its kind to be sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.
- The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.
- The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.
- **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York City.
- The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.
- **Lasers in Graphics,** the annual conference on prepress technology and electronic publishing sponsored by Dunn Technologies Inc., will be Nov. 4-8 at the Hyatt Regency New Orleans.



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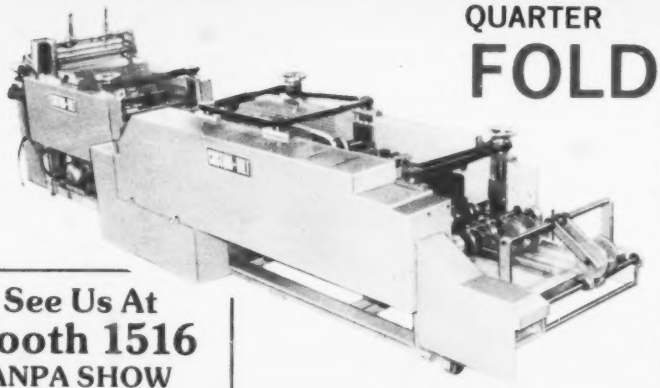

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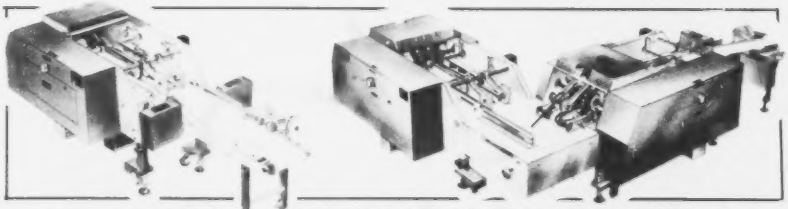

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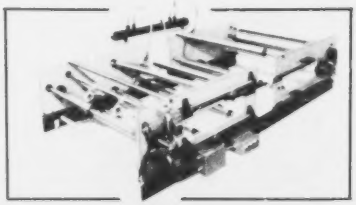

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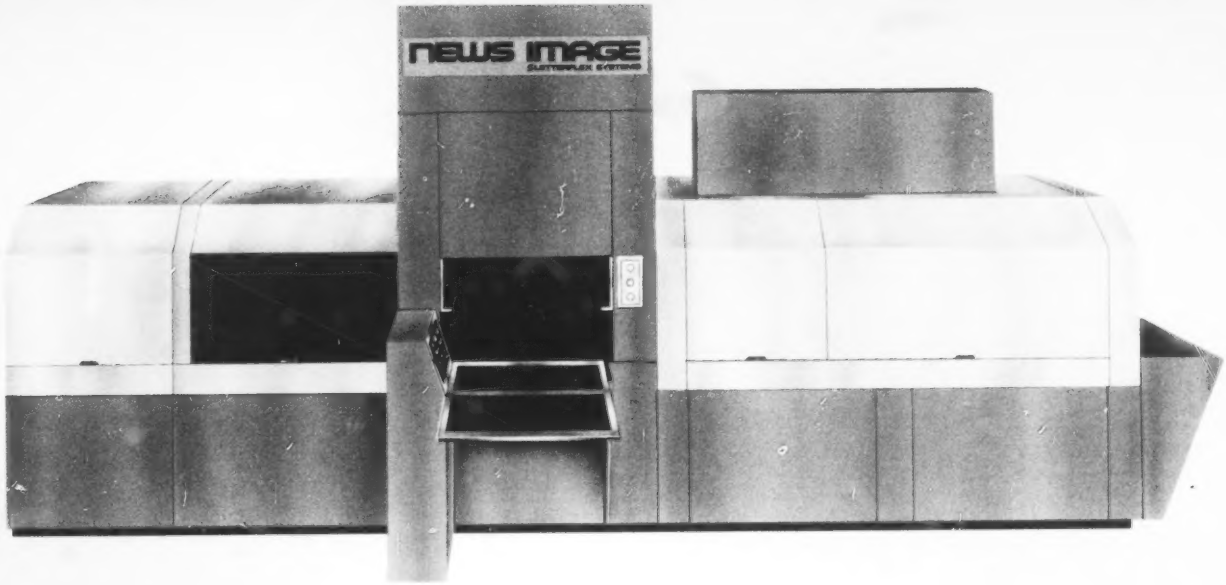

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Dates set for ITU rerun election under U.S. supervision

The U.S. Department of Labor has set the dates for the rerun election of the five top officers of the International Typographical Union.

The union and the Labor Department had agreed last month to the election, which, along with a court order, will delay until this summer any movement of the ITU toward a merger with the International Brotherhood of Teamsters [presstime, May 1984, p. 45].

The Labor Department said it will supervise the entire election process, which begins June 22 with the mailing of ballots from ITU headquarters to local unions. The returned ballots will be picked up July 18 from a Colorado Springs post office box by union officials accompanied by representatives from the Labor Department. "It will be at least another week before the tally is announced," a department spokesman said.

Any challenges to the supervised election will be decided by a representative of the secretary of labor.

Former First Vice President Robert S. McMichen had protested to the Labor Department following the November 1983 election in which he defeated incumbent Joe Bingel by nearly 5,000 votes but was denied the presidency after Bingel challenged the result.

Four days before the ITU-Labor Department agreement, a federal judge in San Francisco banned the ITU and its five-member executive council from "expending any ITU funds to merge or affiliate the ITU with any other organization."

Organizing for the Future

THE President's PAGE

Court order resulted in deletion of officers' columns in May Typographical Journal.

In ruling on the suit brought by six ITU members opposed to the IBT merger, U.S. District Judge Thelton E. Henderson noted that "McMichen's opposition to merger with the IBT, and Bingel's support for it, were critical issues in the election campaign, and that in light of his 5,000-vote margin of victory, McMichen would have moved quickly to negotiate a possible merger agreement with an AFL-CIO union" such as the Graphic Communications International Union.

Although some labor specialists have said the results of the rerun election will reflect the membership's preference for a merger partner, Keith R. Fuller, chairman of the ANPA Human Resources Committee, cautioned, "It's not a black and white situation."

Fuller, director of employee relations for McClatchy Newspapers in Sacramento, said, "There's a mix of a lot of emotion. A certain percentage of the membership will vote the past records, the philosophical beliefs and the personalities of the candidates. I think there is a large segment, such as the pensioners, who will vote for their own perceived best interests. For a certain percentage, it will be a referendum on Teamsters versus affiliation with some other union."

About 45 percent of the ITU's voting membership of 70,000 are retirees. Under ITU law, retired members maintain voting rights in elections. Under the IBT's constitution, retirees would no longer have the right to vote in elections and other referenda concerning active members.

ANPA Manager/Labor Relations Charles Cole said he expects the total votes in this summer's election will "significantly" exceed the 48,790 votes cast for presidential candidates last November.

AFL-CIO President Lane Kirkland said the federation will continue to support ITU members who are opposed to merger with the Teamsters. He said the ITU membership would be best served by a merger with other unions in the printing industry, "and their interests are not served by the colonial imperialism of the Teamsters that would submerge that proud organization within the Teamsters' structure."

Kirkland also noted that "this is the first time" the Teamsters union has "undertaken a raid on an affiliate—an entire affiliate—of the federation."

McMichen is serving as a temporary AFL-CIO representative and heads an organization called the "Merger Committee for One Big Printing Union." □

Guild board urges $1,000-a-week goal

The Newspaper Guild's international executive board will recommend to the union's June 18-22 annual convention in San Juan, Puerto Rico, that the wage goal for experienced employees in key jobs be raised to $1,000 a week, up by $100.

About 30 employees represented by an independent editorial union at Dow Jones & Co. Inc. will be making more than $1,000 a week in 1986. Under a new three-year agreement between the company and the Independent Association of Publishers' Employees, the salary for "senior special writers" will go to $1,075.13 on Feb. 1, 1986. □

Detroit News salaries must be listed

The NLRB has ordered The Detroit News to provide Local 22 of The Newspaper Guild with the salaries of each member of the bargaining unit.

The company had appealed an administrative law judge's recommendation for the order, but the board affirmed his findings [presstime, May 1984, p. 73].

The case arose when columnist Peter Waldmeir requested the newspaper not to report his salary to the union. The union filed charges with the NLRB after the News complied with his request.

It was undecided at press time whether the News will appeal the board's decision.

(The Detroit News, a Division of The Evening News Association, and Local 22, The Newspaper Guild, 270 NLRB No. 70) □

Mailer's firing upheld after sexual remark

An arbitrator has sustained the discharge of a mailer at The Seattle Times for allegedly propositioning a female co-worker while they were working together.

The mailer, who had worked for the paper about five years, was fired specifically for "neglect of duty and violation of posted office rules."

Arbitrator Philip Kienast noted that the company's policies and rules prohibit sexual harassment, defined as "unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature."

(In 1980, the Equal Employment Opportunity Commission reaffirmed that sexual harassment is an unlawful employment practice under Title VII of the Civil Rights Act of 1964 [presstime, Jan. 1981, p. 39].)

Kienast found that the grievant was aware of the company's policy, having signed for receipt of the rules.

After she was propositioned, the worker reported the incident to the foreman, who discussed the matter with the grievant before firing him. The grievant denied making a sexual advance. No witness heard the alleged remark of the grievant to his co-worker. However, the arbiter found that the mailer had received a prior final warning concerning sexual harassment of another employee only five weeks before his dismissal.

Seattle Mailers' Union No. 32 contended that the company failed to prove the remark had been made, but Kienast noted that the foreman found the female worker's account of the incident more credible than the grievant's in part because "she was so upset I don't think she could lie."

"While one may argue about the conclusion (the foreman) reached," Kienast said, "he clearly conducted as fair and objective a review of the matter as was possible under the circumstances." □

Paper's promotion rule upheld

An unfair labor practice charge filed with the NLRB against the South Bend (Ind.) Tribune has been dismissed by the agency's regional director in Indianapolis.

The charge, filed by Richard Sneddon, an international representative of the Graphic Communications International Union on behalf of South Bend Local 77, alleged that the newspaper had unlawfully specified that advancement to the assistant foreman's position in the pressroom was conditional on withdrawal from union membership.

NLRB Regional Director William T. Little found that the assistant foreman's position has "traditionally" been filled by a non-union supervisory employee and that the company was "within its rights" in insisting that the position remain non-union.

He noted that the assistant foreman can suspend employees for cause and can effectively recommend discharge.

(South Bend Tribune, Case No. 25-CA-16233) □

ANPA gathering data on health-care costs

The ANPA Human Resources Committee is planning to establish a health-care cost-containment information bank at The Newspaper Center this fall.

As the first step, the committee's Health and Welfare Subcommittee prepared a questionnaire asking newspaper executives to answer specific questions about the methods used at their newspapers to contain and decrease health-care costs, which have been mounting at a level far outpacing the inflation rate [presstime, Dec. 1983, p. 40].

The questionnaire was mailed May 28 to all ANPA-member newspapers. Respondents are asked to return it by June 18.

Further information can be obtained from Patricia P. Renfroe, manager/personnel relations, in the ANPA Human Resources Department at The Newspaper Center. □

Technicians held not part of existing units

The National Labor Relations Board has granted a "unit clarification" petition filed by The Boston Globe to exclude employees in a newly formed Technical Services Group from coverage under labor agreements at the newspaper.

The TSG was created to do all of the maintenance and repair of computers and related electronic devices performed by outside vendors. It will eventually be composed of a manager, three systems engineers and nine electronic technicians.

Various unions in the plant claimed to represent the employees in the TSG, based on language in their labor agreements.

Robert S. Fuchs, the NLRB regional director in Boston, found that the electronic technicians constitute a separate bargaining unit in light of their skills, supervision, wages, benefits and work hours.

He noted that the board will not compel a group of employees who constitute a separate unit to be included in an existing unit without allowing them the opportunity to express their preference for or against union representation in an election. The board affirmed Fuchs' decision May 9.

(Globe Newspaper Co. and Boston Globe Employees Association et al., Case No. 1-UC-404) □

Recent contract settlements

Atlanta Journal and Constitution, GCIU: Two-year agreement covering pressroom employees; retroactive to Feb. 29, 1984.

San Francisco Newspaper Agency, ITU: Separate 42-month agreements covering composing and mailroom employees; retroactive to Jan. 1, 1983.

San Francisco Newspaper Agency and San Jose Mercury News, GCIU: Forty-two-month agreement covering pressroom employees; retroactive to Jan. 1, 1983.

San Francisco Publishers Association, Guild: Forty-two-month agreement covering editorial and commercial departments; retroactive to Jan. 1, 1983.

(Details in June 1984 ANPA Labor & Personnel Relations Letter.)

British Columbia strikes end; two dailies resume publication

The Province and The Sun of Vancouver, British Columbia, resumed publication May 24 after being shut down for eight weeks by strikes.

Members of The Newspaper Guild ratified a new three-year agreement May 18 after rejecting five days earlier an offer that had been approved May 10 by members of the five craft unions. The strikes began March 28.

The agreements call for a 17-percent wage increase over the three years—5 percent in the first and second years and 7 percent in the third. The Guild settlement included a "clarification" of seniority rights, according to George Townsend, chief negotiator for Pacific Press Ltd., the company publishing the two dailies. The new agreements are retroactive to March 1, 1984.

Meanwhile, The Sudbury (Ontario) Star was still shut down in late May. Negotiations May 17 between the paper and three unions did not resolve major issues, particularly job security for composing room employees.

The labor dispute began Feb. 22 [*presstime*, May 1984, p. 74].

Additional arbitration awards

Detroit Free Press, Teamsters: Gabriel N. Alexander found that a circulation department district manager had been negligent in safeguarding keys issued to him and that the company properly charged him $118.50 for the cost of replacing keys and reworking locks of district office doors after his keys were stolen.

Elgin (Ill.) Daily Courier-News, ITU: David L. Beckman upheld the layoff of two composing room employees for economic reasons.

New York Daily News and New York Times, GCIU: Joan Parker Weitzman ruled that the newspapers are obligated to make payments to a defined contribution pension plan for stereotypers on paid disability leave.

New York Post, Guild: Thomas M. Laura upheld the union's position that two classified advertising jobs should be upgraded to a higher pay classification.

New York Post, Guild: Thomas M. Laura found that a retail advertising salesman had been improperly discharged for alleged "neglect of duty" and directed that he be reinstated with back pay.

Oakland Tribune, ITU: Sam Kagel ruled that two "inactive" composing room employees were not entitled to "buyouts" offered regular employees even though they were named on a lifetime job guarantee list.

Philadelphia Inquirer and Daily News, Guild: Louis E. Seltzer found that five circulation department clerks were not entitled to be placed in a higher pay classification.

Tacoma (Wash.) News Tribune, ITU: Thomas F. Levak ruled that 11 mailers received the proper holiday pay for work performed on Thanksgiving Day, 1982.

Tacoma News Tribune, ITU: Alan R. Krebs sustained the dismissal of a composing room employee for violating the conditions set by a joint union-company adjudication committee for reinstatement after a previous discharge.

Terre Haute (Ind.) Tribune-Star, Guild: John S. Herrick upheld the discharge of a circulation district manager for failing to follow collection procedures.

Troy (N.Y.) Times Record, GCIU: Robert F. Koretz found that the company did not violate the labor agreement by transferring a composing room employee to the pressroom.

Vancouver (British Columbia) Province and Sun, Guild: Ian Donald agreed with the company that he did not have jurisdiction to rule on three issues that were unrelated to his earlier reinstatement of a reporter who had been discharged for doing free-lance work for a competing newspaper.

Vancouver Province and Sun, ITU: Bruce H. McColl ruled that 12 day-shift employees who were called at home to report for work before the regular 7 a.m. starting time were entitled to extra "call-back" pay.

Washington Post, ITU: Joseph M. Stone sustained the discharge of a mailroom helper for leaving work early without permission.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Leave denial for mother ruled improper

A Canadian newspaper improperly denied an employee's request for an unpaid year's leave of absence so that she could continue to stay home and breast-feed her newborn son, an arbitrator recently ruled.

Rebecca Wigod, family editor of the Times-Colonist in Victoria, British Columbia, had requested the leave, to commence following the conclusion of the 18 weeks' maternity leave provided for in the labor agreement with The Newspaper Guild. The leave was denied on grounds that many other female employees might seek extended maternity leave. To allow Wigod to extend the leave would be to grant her a benefit not contemplated by the agreement, the company contended.

The labor agreement also provides that management "shall" grant employees leaves for up to one year for "good and sufficient cause." While the requested leave might be for a "good" cause, the company said the issue was whether the additional leave sought was for a "sufficient" cause. What the parties had agreed was "sufficient" was 18 weeks, the company said.

Arbitrator Richard B. Bird noted that Wigod had been temporarily replaced and that her absence had not been disruptive, "nor would her continued absence pursuant to the additional leave she seeks be disruptive either, according to the evidence."

"It appears to me from the evidence," Bird said, "that the general social good will probably be well-served by Rebecca Wigod staying home to care for baby Samuel rather than returning to work at the end of her statutory maternity leave."

The cause behind Wigod's application for leave was not only "good" but was "sufficient" within the meaning of the labor agreement, the arbiter concluded.

Drivers halt delivery

A walkout by about 70 drivers at Metropolitan News Co., a wholesaler in New York City, interrupted deliveries of The New York Times and The Wall Street Journal May 23.

The work stoppage, which arose over the firing of a driver, prevented delivery in the city of up to 140,000 copies of the Times and 40,000 copies of the Journal.

The drivers are represented by an independent union.

Murder of another youth carrier raises 14-month toll to 4

Christy Ann Fornoff

Another youth carrier for a U.S. newspaper has been slain on the job, the fourth victim in an apparently unprecedented string of tragedies dating back to March 1983.

In the latest incident, Christy Ann Fornoff, 13, was found smothered May 11 in Tempe, Ariz., two days after she disappeared while making collections for The Phoenix Gazette.

The circumstances were gruesomely similar to those surrounding the killing six weeks earlier of another girl carrier, 12-year old Cheri Lindsey. She was found strangled in Binghamton, N.Y., March 27, one day after she disappeared while collecting for The Evening Press [presstime, May 1984, p. 56].

As in the Binghamton case, the man accused of the Tempe murder lived on the carrier's route. Donald E. Beaty, the maintenance man in the apartment house where Christy Fornoff vanished, is being held on $685,000 bail on charges of first-degree murder, child molesting and robbery. A court hearing was scheduled for May 31.

The carrier's mother had accompanied her to the apartment house about 8 p.m. May 9, waiting downstairs while Christy finished her work. When her daughter did not return, the mother called the police.

It was the 29-year old Beaty who said he discovered the girl's body at dawn May 11, wrapped in a sheet, behind a trash dumpster close to the apartment building. Charges were filed against him 10 days later.

In Binghamton, the man charged with murdering Cheri Lindsey is James B. Wales, a 36-year-old former adult carrier for the Binghamton paper who had trained her and was a customer on her route.

Both men have pleaded innocent.

Meanwhile, on Long Island, the 18-year-old convicted of fatally stabbing 14-year old Christopher Gruhn just over a year ago was given a prison sentence of 41 years to life. The man, Robert Golliver, lived close to the Newsday carrier. The Nassau County judge who handed down the sentence May 24 called the convicted man's actions "cruel, sadistic, bestial and unpardonable."

All three carriers had been sexually molested before they were killed.

In the fourth incident, the 20-year-old airman stationed at Offutt Air Force Base charged with killing Danny Joe Eberle in September 1983 is not known to have been acquainted with the 13-year-old Omaha World-Herald carrier before the murder. A May 8 hearing for John Joseph Joubert, charged with first degree murder, kidnapping and using a knife to commit a felony, was to resume May 30. Joubert has also been charged with killing another youth in an unrelated incident.

A common characteristic of all four carrier murders is that they took place in what are considered safe neighborhoods. The Rock Point Apartments, where the latest incident took place, is close to Arizona State University in Tempe.

Some community and newspaper officials have criticized the Tempe police for failing to obtain warrants that would have authorized a search of all of the 112 apartment units in the complex where the girl vanished and where she may have been slain and kept after her death.

Others have criticized the Phoenix dailies for having young carriers collect money from customers. A petition drive is underway to ask the newspaper to handle billing and collecting by mail. Less than half of the customers of The Arizona Republic and The Phoenix Gazette now pay by mail, and the circulation department was in the process of converting additional routes from carrier collection when the incident occurred.

Another Phoenix Gazette carrier, 12-year old Brian Bleyl, vanished in February 1981 while collecting for his route.

A year and a half later, John Gosch, also 12, disappeared while delivering The Des Moines Register.

Both boys are still listed as missing.

—Marcia Ruth

Two candidates endorsed for ABC board

For the first time, ANPA and the Newspaper Advertising Bureau have endorsed candidates for newspaper-director vacancies on the board of the Audit Bureau of Circulations.

The candidates are:

- James M. Moroney Jr., president and chief executive officer of A.H. Belo Corp. in Dallas and an ANPA director
- R. David Threshie, publisher of The Register in Santa Ana, Calif., and an NAB director.

Moroney would replace retiring ABC director David Kruidenier of The Des Moines Register, who represented newspapers in the Central time zone. Threshie would replace, from the Mountain and Pacific time zones, retiring ABC director Fred W. Smith of Donrey Media Group.

Moroney and Threshie agreed to run for the ABC board at the urging of the Liaison Committee that ANPA and NAB established last year for ABC affairs.

Purpose of the endorsements is to increase newspaper-business participation in matters before ABC, including proposals to help newspapers keep pace with evolving marketing trends [presstime, March 1984, p. 41].

"We urge that newspaper executives (in those time zones) vote for Dave Threshie and Jim Moroney at the ABC Annual Conference, which will take place in Toronto Oct. 30-Nov. 2," said Edward W. Estlow, president of Scripps-Howard and chairman of the Liaison Committee.

"We know they, and the other very capable newspaper directors on the ABC board, will assist ABC in its tripartite (publishers, advertisers and advertising agencies) efforts to provide the best possible auditing and reporting services for both buyers and sellers of advertising," Estlow said.

Newspapers contribute 43.1 percent of ABC's revenue, yet only eight of its 33 directors are from newspapers. □

Safe Driving Campaign names 21 winners

Twenty-one U.S. and Canadian daily newspapers have been named winners in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

The awards are made to the three newspapers with the best safety records for delivery vehicles in each of seven divisions.

Certificates of merit are awarded to participating newspapers that complete the year without a reportable accident.

The 646 newspapers participating in the 1983 campaign operated 12,276 vehicles a total of 280,182,972 miles and achieved an accident rate of 1.39 per 100,000 miles—the second-lowest rate since the program began. The lowest rate, 1.32 per 100,000 miles, was achieved in 1982 [presstime, May 1983, p. 49].

The 43-year-old Safe Driving Campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for vehicles used in newspaper delivery.

Winners for 1983, who are being notified by letter this month, were:

Private carrier division

Group A: Newspapers with daily circulation up to 20,000. 64 newspapers operated 257 vehicles 5,119,142 miles with 48 accidents.

- *First place:* **Hornell (N.Y.) Evening Tribune** *operated 13 vehicles 357,430 miles without an accident.*
- *Second place:* **Agana (Guam) Pacific Daily News** *operated 13 vehicles 215,715 miles without an accident.*
- *Third place:* **Anaheim (Calif.) Bulletin** *operated seven vehicles 155,676 miles without an accident.*

Group B: Newspapers with daily circulation 20,001 to 50,000. 136 newspapers operated 1,067 vehicles 20,194,608 miles with 272 accidents.

- First place: **Danbury (Conn.) News-Times** operated 33 vehicles 584,220 miles without an accident.
- Second place: **Gainesville (Fla.) Sun** operated 20 vehicles 383,250 miles without an accident.
- Third place: **Yakima (Wash.) Herald-Republic** operated 10 vehicles 361,854 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000. 89 newspapers operated 929 vehicles 21,406,884 miles with 327 accidents.

- First place: **Fayetteville (N.C.) Observer and Times** operated six vehicles 202,568 miles without an accident.
- Second place: **Lubbock (Texas) Avalanche-Journal** operated 22 vehicles 833,444 miles with one accident.
- Third place: **Abilene (Texas) Reporter-News** operated 21 vehicles 1,028,659 miles with four accidents.

Group D: Newspapers with daily circulation in excess of 100,000. 195 newspapers operated 5,714 vehicles 135,078,310 miles with 2,915 accidents.

- First place: **Toronto Globe and Mail** operated 14 vehicles 669,618 miles without an accident.
- Second Place: **San Antonio Express and News** operated 37 vehicles 1,607,124 miles with two accidents.
- Third place: **Atlanta Journal and Constitution** operated 81 vehicles 4,676,202 miles with six accidents.

Contract carrier division

Group A: Newspapers with daily circulation up to 25,000. 91 newspapers operated 1,309 vehicles 23,048,690 miles with 61 accidents.

- First place: **Hammond (La.) Daily Star** operated 38 vehicles 723,020 miles without an accident.
- Second place: **Thomasville (Ga.) Times Enterprise** operated 38 vehicles 513,480 miles without an accident.
- Third place: **Virginia (Minn.) Mesabi Daily News** operated 16 vehicles 427,939 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000. 98 newspapers operated 1,987 vehicles 43,534,302 miles with 54 accidents.

- First place: **Rockford (Ill.) Register Star** operated 99 vehicles 2,377,837 miles without an accident.
- Second place: **Salisbury (Md.) Daily Times** operated 69 vehicles 1,417,307 miles without an accident.
- Third place: **Saskatoon (Saskatchewan) Star Phoenix** operated 32 vehicles 1,145,261 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000. 38 newspapers operated 1,013 vehicles 31,801,036 miles with 214 accidents.

- First place: **Wichita (Kan.) Eagle-Beacon** operated 62 vehicles 1,832,262 miles without an accident.
- Second place: **Los Angeles Herald** [illegible]**miner** operated seven vehicles 738,573 miles without an accident.
- Third place: **San Diego Union and Tribune** operated 94 vehicles 6,400,000 miles with four accidents.

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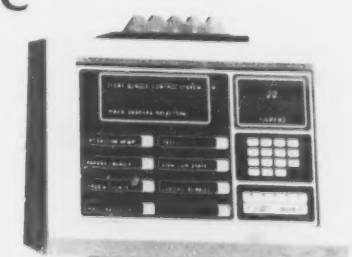

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Speeches

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Women and Power
Katharine Graham, chairman of the board, The Washington Post Co. 1984 Matrix Awards, New York City, April 16.

Our Image Problem: A Paradox
Creed C. Black, chairman and publisher, Lexington (Ky.) Herald-Leader, and outgoing president, American Society of Newspaper Editors. ASNE annual convention, Washington, D.C., May 9.

Household Penetration and Reading Frequency
Gregory L. Stevens, assistant publisher, The Napa (Calif.) Register. ANPA annual Convention, Montreal, April 30. (Other Convention speeches were listed on p. 31 of the May issue.)

The CIA and the FOIA
Charles S. Rowe, editor and co-publisher, The Free Lance-Star, Fredericksburg, Va. House Government Operations Committee's Subcommittee on Government Information, Washington, D.C., May 10.

Advice to J-Students: Think before Choosing a Career in TV News
Charles Kuralt, correspondent, CBS News. Scripps Lecture in Journalism, University of Nevada, Reno, March 29.

International Political Disinformation in Africa
L. John Martin, professor of journalism and director of graduate studies, University of Maryland, College Park. African Council on Communication Education biennial conference, Lagos, Nigeria, Feb. 21.

Women as Leaders: The Skills at Which We Are So Uniquely Qualified
Anita Taylor, chair, Department of Communication, George Mason University, Fairfax, Va. GROW Conference of Kentucky Women Researchers, Eastern Kentucky University, Richmond, Feb. 23. (Or see May 1, 1984, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

"A Little Good News:" The Treatment of Development News in Selected Third World Newspapers
Christine L. Ogan, assistant professor of journalism, and Jo Ellen Fair and Hemant Shah, doctoral students, Indiana University, Bloomington. International Communication Association Intercultural/Development Communication Division annual meeting, San Francisco, May. 27.

Concentration of Press Ownership
Judy Erola, Canadian minister of consumer and corporate affairs. Press Councils of Canada meeting, Toronto, May 4.

Enhancing the Value of Your Newspaper
Lee E. Dirks, president, Lee Dirks & Associates, Detroit. New England Newspaper Association annual convention, Boston, March 15.

From the University of Missouri School of Journalism's annual Journalism Week, Columbia, April 13-19:

The Bad News and the Good News
James J. Kilpatrick, syndicated columnist.

UNESCO and the New World Information Order
Leonard R. Sussman, executive director, Freedom House, New York City.

Gregory L. Stevens

Anita Taylor

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Minorities allege discrimination at Sun-Times, Daily News

In the latest in a series of protests by representatives of minority communities against large metropolitan dailies, the Chicago Sun-Times and the New York Daily News are being subjected to pickets and boycotts, with threats that the actions will continue until the papers agree to end alleged discrimination against minority groups.

Similar actions against The Baltimore Sun ended with a compromise in April.

Facing related pressure, but without threat of a boycott, The Boston Globe worked out an agreement last October with a group of black ministers for increasing minority participation in the newspaper [presstime, Nov. 1983, p. 52].

Although the specifics vary from city to city, the basic complaints are that the newspapers employ a low percentage of minorities, provide inadequate coverage of minority communities, and fail to support minority groups through business dealings or community action.

The scope of the employment issue was highlighted by the American Society of Newspaper Editors' annual report released in May that minority employment in the newsroom is 5.8 percent nationwide and that 61 percent of U.S. dailies employ no minority journalists at all. (See related story, p. 44.)

The issues of minority hiring and coverage have also been brought to public attention through the presidential campaign of Jesse Jackson, who has complained of biased reporting of his quest for the Democratic nomination.

"Jackson's candidacy has made everybody ask whether there is fair coverage and whether there are enough black hires—and those are good questions," said Baltimore Sun Publisher Reg Murphy. "These protests are going to spread. Every publisher has got to look at this."

The circumstances surrounding the boycotts are as follows:

New York. After more than a year of what they consider unsuccessful efforts to raise minority issues with executives at the Daily News, leaders of the Organization of African American Clergy, called for a boycott, "beginning May 6 and continuing until justice is done."

The group, said to represent more than 300 black ministers, claims 50 percent of the Daily News readership, but only 5 percent of the staff, is black. It claimed that black reporters, clerks and secretaries are "discriminated against" at the paper, where blacks hold no "senior management positions."

While conceding that "we have more progress to make," particularly in non-editorial employment, Arthur Wible, Daily News chief executive officer, said in a half-page rebuttal to the ministers' call for a boycott that the paper's employment statistics were evidence of a "commitment" to minority hiring. Minorities made up 17 percent of the new employees hired in 1983 and 31 percent of those hired in the first quarter of 1984, Wible said. Currently, 8.8 percent of the paper's 3,317 full-time employees are minorities.

The Daily News also disputes the ministers' readership figure for blacks, which the paper puts at 22 percent.

In late May, negotiations broke down after the paper refused to release an Equal Employment Opportunity Commission report demanded by the ministers, and the group's leaders were talking about "escalating" the boycott.

Chicago. Long-held dissatisfaction of Chicago's minority community with the Sun-Times exploded into a boycott following a headline referring to Louis Farrakhan, a Muslim minister and supporter of Jackson whose comments had been widely quoted in the press, as the presidential candidate's "pal."

Nancy B. Jefferson, executive director of a community service center, Midwest Community Council, said she was asked to lead the "grass roots" coalition of black groups that began the picketing, which later grew into a boycott of the Sun-Times. The group voiced a series of complaints similar to those made by the ministers in New York.

Acknowledging that the circulation of the Sun-Times (over 600,000) is "down 1,500 to a few thousand copies at the absolute outside" because of the boycott, Publisher Robert E. Page said the Sun-Times staff (including newsroom, clerical, advertising and circulation and excluding union hall hiring over which the paper has no control) is 19.5 percent black, 24.2 percent minority and 43 percent female.

As in New York, negotiations have come to a standstill, with the Sun-Times refusing to release the specific figures demanded by Jefferson's group.

Baltimore. Like the Sun-Times protest, the picketing and boycott at The Baltimore Sun was triggered by a newspaper item—a series of articles on black families called Homes Without Fathers." The "biased and unbalanced" series, said the protesting group's leader, Samuel L. Banks, "catalyzed the community."

A Baltimore City Public Schools administrator and chairman of a local committee of the National Association for the Advancement of Colored People, Banks said his April agreement with the management of the Sun served as a model for subsequent protest strategy.

In a signed statement, the Sun agreed with Banks' group to accelerate minority hiring and "present a balanced and fair representation of life" in local communities, as well as to use editorial space to "find a suitable memorial" to the late Clarence Mitchell Jr., a national civil rights leader from Baltimore.

At the same time, Publisher Murphy refused to go along with a demand to set up a Sun bureau in central Africa.

Boston. The challenge to The Boston Globe's minority practices was also touched off by articles in the newspaper. But unlike those in Baltimore, Chicago and New York, the protest in Boston never reached the streets, because the series of articles triggering community anger were virtually an admission on the part of the Globe that its record in minority hiring was no source of pride to the newspaper.

Appearing as part of a series that subsequently won a 1983 Pulitzer Prize, a sidebar to the exposure of the city's dismal record of minority hiring showed the newspaper's hiring of minorities to be 2.9 percent—3.5 percent below the average for private employers in the Boston area.

With the help of a Harvard university economics professor, the Globe worked out an agreement to make minorities a quarter of its new hires over the next five years, increase business with minority vendors and add a person from a minority group to the paper's board of directors.

—Marcia Ruth

New center to aid libel plaintiffs

The four-year-old American Legal Foundation, an organization that addresses First Amendment and media-related issues—usually as an opponent of the press—will establish a Libel Prosecution Resource Center.

As the name implies, the center will provide information and legal assistance to attorneys representing libel plaintiffs. It also may file friend-of-the-court briefs and generate scholarly articles about libel, said Michael McDonald, director and general counsel of the Washington, D.C.-based foundation.

He said LPRC will be a "mirror image" of the Libel Defense Resource Center organized in 1980 by press groups, including ANPA, to keep track of libel trends and to provide legal assistance to news organizations named as defendants in libel cases.

McDonald said the libel prosecution center will serve those "who want to vindicate their reputation against the media" and will "add some balance to the equation" of press-versus-public rights.

One of the biggest problems in libel, McDonald said, is "the lack of clarity in the law." The U.S. Supreme Court, starting with its landmark *New York Times v. Sullivan* decision, "has left us with a schematic diagram, an outline in place" for the parameters of libel law. "But a lot more needs to be filled in," he said.

"The press can do a better job," he added, "but I don't think they will unless there is something like the American Legal Foundation" to serve as watchdog.

Among other activities, the American Legal Foundation already has been involved in matters before the Federal Communications Commission such as "fairness doctrine" complaints. □

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the Americus (Ga.) Times-Recorder, daily circulation 6,318.

Donrey Media Group of Fort Smith, Ark. acquired The Daily Democrat of Woodland and Davis, Calif., daily circulation 12,666.

Phillips Media Inc. of Berryville, Ark., acquired the Star Publishing Co. of Hope, Ark., publisher of the Hope Star, daily circulation 4,892. □

New officers were elected during the May 20-23 convention in Phoenix of the International Newspaper Promotion Association. With Immediate Past President Ed Sebestyen (right) of The Star-Phoenix in Saskatoon, Saskatchewan, are: (from left) Donald B. Towles of The Courier-Journal and The Louisville Times, treasurer; Scott C. Schurz of the Bloomington (Ind.) Herald-Telephone, president-elect; Caroline C. John of the Atlanta Journal and Constitution, vice president; and Thomas E. Griffiths of the Daily News of Los Angeles, president.

Papers show gains in '83

Small and middle-size dailies have "every right to be pleased" with their 1983 performance, according to findings from an annual study conducted by the Inland Daily Press Association.

The figures show that compared with 1982, a "typical" smaller daily (10,000 circulation) enjoyed an 8.6-percent increase in total revenues last year, while revenues for the typical middle-size daily (50,000 circulation) climbed 7.9 percent.

Expenses also rose in 1983—but not as rapidly. Middle-size dailies were more successful in cost containment, holding increases in outlays to an average of 3.2 percent, while costs rose 6.5 percent among smaller dailies. The operating profit for "typical" papers of both sizes was up 19 percent, Inland reported.

These conclusions were derived from the figures provided by the more than 300 papers participating in the 64th annual Inland Cost and Revenue Study [presstime, May 1984, p. 9].

Taking the year 1979 as a base, Inland drew several conclusions for its portraits of "typical" papers over the past four years:

- With more severe advertising losses in 1981 and 1982, smaller papers experienced a slower rebound than middle-size ones in 1983.
- Expense control follows a similar pattern at dailies of both sizes, with reductions in web size accounting for half the lower newsprint costs.
- The 1983 recovery after the general downturn in the early 1980s was "only partial" for smaller papers, primarily because they were not as successful as larger ones in controlling expenses.
- In the larger markets, the percentage of ROP advertising space to total ROP space "is undergoing a marked revision," with the number of ROP advertising pages decreasing and non-ad pages increasing. This is due to a combination of the growth in preprints, and reduction in newsprint costs. □

Group ownership unchanged

The number of U.S. newspaper groups and the number of newspapers they own remained unchanged in 1983 from the year before. There were 160 groups owning 1,169 newspapers, or 67.7 percent of U.S. dailies, in both years, according to an annual tabulation by Morton Research.

There was an increase of more than a million copies in the total circulation of group-owned dailies, 48.9 million in 1983 compared with 47.4 million in 1982 [presstime, July 1983, p. 60]. However, the circulation figures for the two years would be close if Gannett Co. Inc.'s new national daily, USA Today, were subtracted from the 1983 total, noted the research firm affiliated with the New York brokerage firm Lynch, Jones & Ryan. □

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Erola quells 'newspaper act' fears

A Canadian government official told a meeting of press councils that she believes competition within the newspaper business "can best be safeguarded by the government's treating the newspaper industry as it would any other with regard to concentration of ownership."

Judy Erola, minister of consumer and corporate affairs, said, "This must be done within a revised Combines Investigation Act and outside a specific act respecting newspapers."

Erola has introduced a bill to amend the act [presstime, May 1984, p. 77].

Her remarks were "very well received," said Fraser MacDougall, executive secretary of the Ontario Press Council. Every Canadian province or region was represented at the press councils' May 4 meeting in Toronto.

John E. Foy, president of the Canadian Daily Newspaper Publishers Association, said Erola's comments "should put an end to any thoughts of government enacting a newspaper act" or implementing any of the recommendations contained in a 1981 report of a Royal Commission on Newspapers. □

Two dailies forced to close

Two daily newspapers, one in the East and the other in the West, recently ceased publishing because of financial difficulties.

The afternoon Contra Costa Independent in Richmond, Calif., which had a circulation of about 30,000, ended publication May 13. Its sister publication, the Berkeley Gazette, closed March 10 [presstime, April 1984, p. 71].

Management of the Independent made the decision to close after the paper's seven unions rejected demands for cuts in jobs, wages and benefits.

In New York state, the Oswego County Messenger, born as a strike paper in 1980, folded April 18. The Monday-through-Friday morning daily had a circulation of between 3,000 and 4,000, according to its circulation director.

The County Messenger was started by employees striking The Palladium-Times in Oswego. The Palladium-Times (evening, circulation 7,947) continued publication during the strike, which ended in late 1981 [presstime, Feb. 1982, p. 32]. □

Changes in command

The **Canadian Daily Newspaper Publishers Association**, at its annual meeting April 18 in Toronto, elected the following new officers:

- *Chairman*—Jean-Robert Belanger, Le Droit, Ottawa
- *Chairman-elect*—Tom Crowther, The Daily Gleaner, Fredericton, New Brunswick
- *Vice Chairman and Treasurer*—K. A. Baird, The Kitchener-Waterloo (Ontario) Record. □

NEWSPAPER BUSINESS NOTES

• Two major international news agencies, Agence France-Presse and Reuters, have each announced plans to launch **worldwide news picture services** early in 1985.

• Reuters Holdings, the new company being established to buy Reuters, this month will **offer about 106.8 million shares of the company to the public.**

Price of the shares is expected to range between $2.78 and $3.27, making Reuters one of the largest publicly held media companies outside the United States.

• ANPA Foundation has announced the availability of **eight fellowships to enable minority journalism educators to attend newspaper-business seminars** in the last half of 1984 [presstime, March 1984, p. 40]. The fellowships cover expenses for travel, accommodations, meals and tuition. Application deadline is July 25.

• There was general agreement at the John Morton Newspaper Forum that the **first quarter of 1984 was stronger than expected** for the newspaper business, and that the strength probably would continue throughout 1984. However, public newspaper companies participating in the May 2-4 forum in Montreal warned that this year's growth rate might suffer from comparison with the strong third and fourth quarters of 1983.

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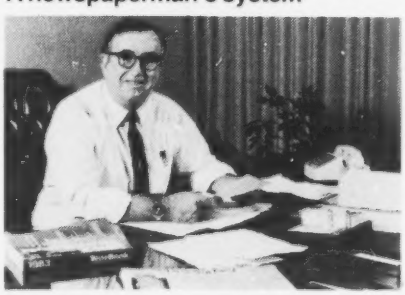

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ANPA Calendar

JUNE

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
Capital Hilton, Washington, D.C., June 5

ANPA Legal Affairs Committee meeting
The Washington Post, Washington, D.C., June 6

ANPA Labor and New Technology Seminar
Georgia World Congress Center, Atlanta, June 8-9

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 9-13

ANPA Technical Committee meeting
Georgia World Congress Center, June 10

ANPA Newspaper/Cable Managers meeting
Georgia World Congress Center, Atlanta, June 10

ANPA Executive Committee meeting
Hyatt Regency Atlanta, June 11

ANPA Newsprint and Transportation Committee meeting (Transportation Section)
Georgia World Congress Center, Atlanta, June 11

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
San Antonio Marriott, June 14-16.

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., June 25-29

ANPA Foundation/Oregon Newspaper Publishers Association Northwest Literacy Symposium
Portland Hilton, June 29-30

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., July 23-27

AUGUST

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
University of Florida, Gainesville, Aug. 4

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
Aug. 29

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 13-14

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

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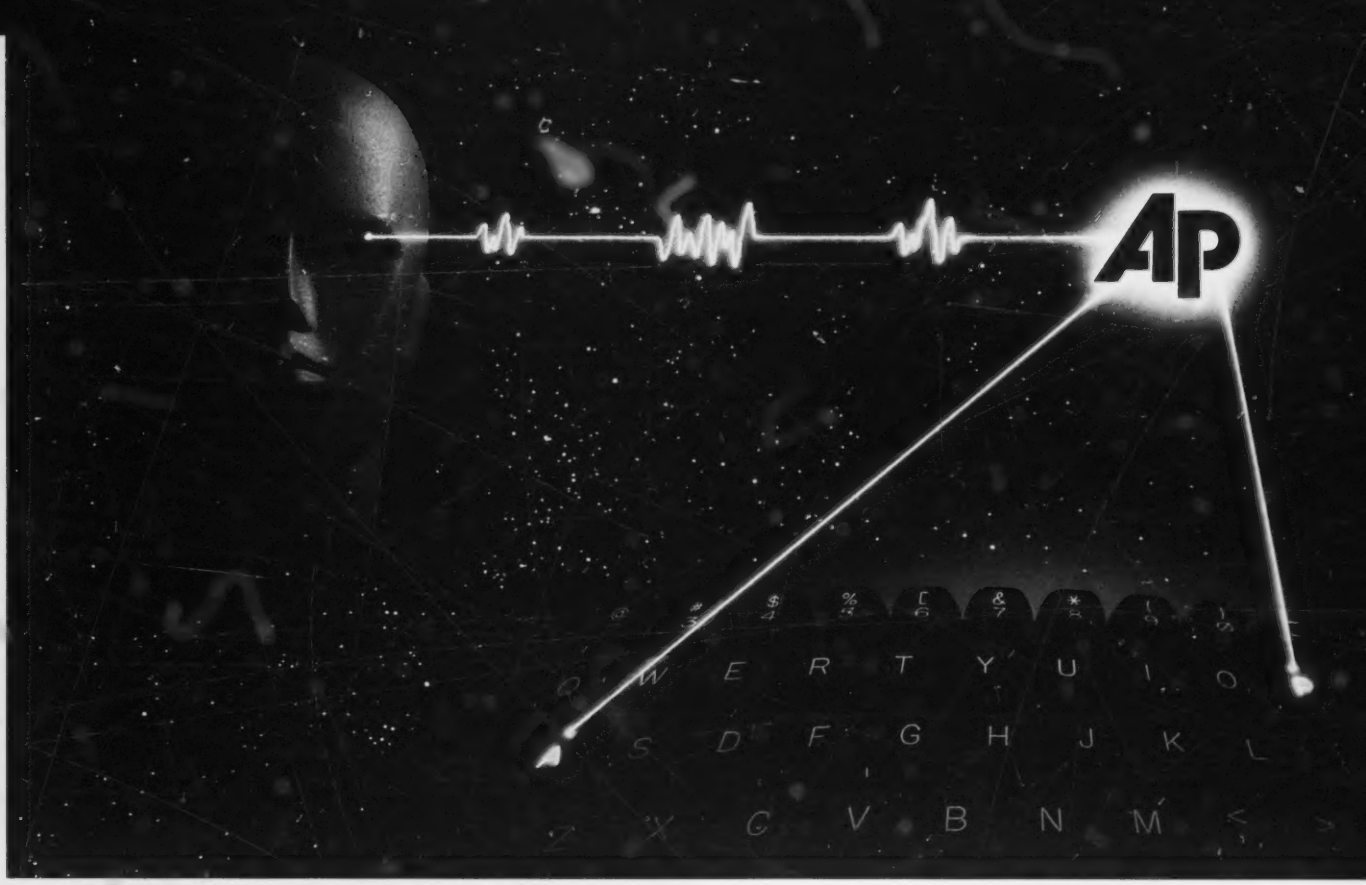

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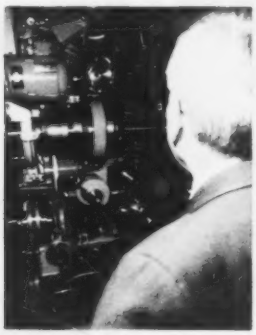

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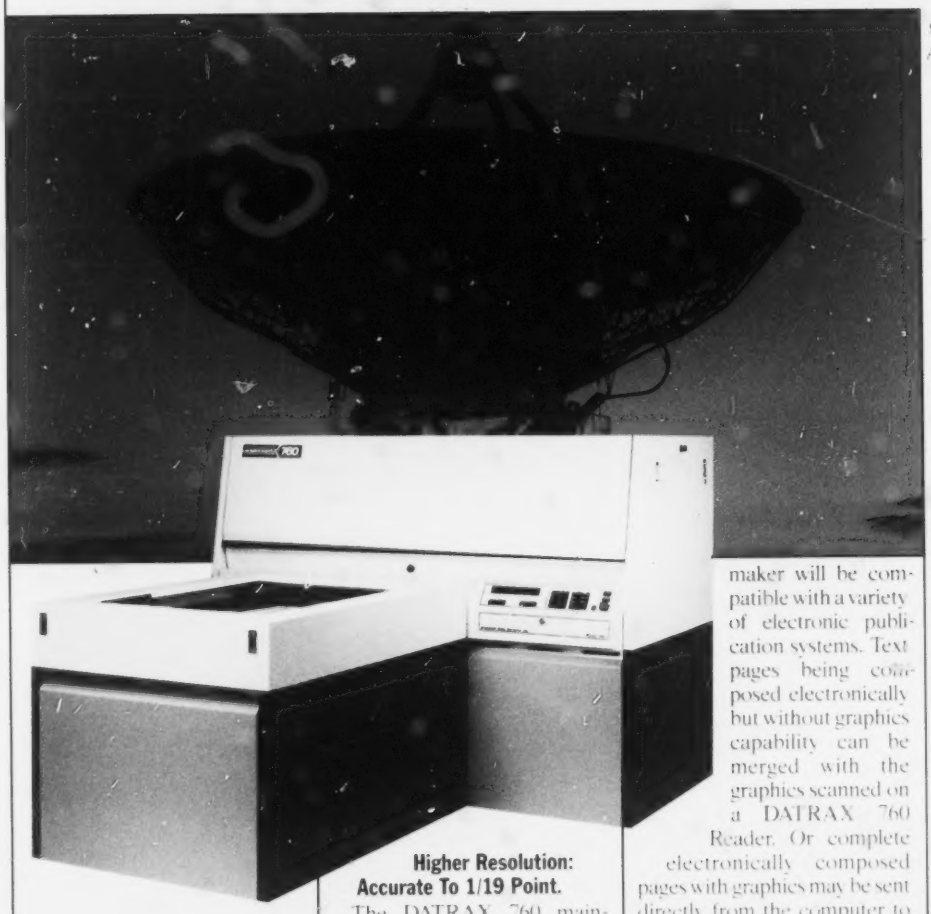

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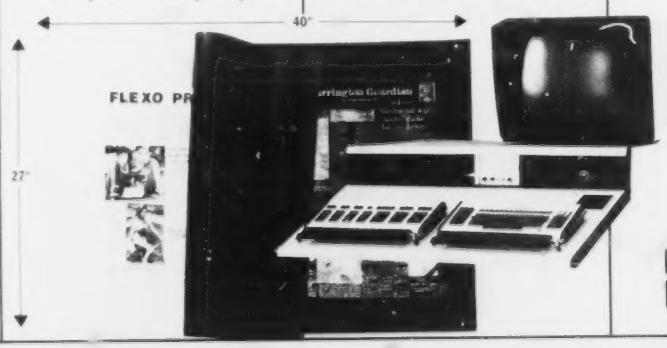

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Conference Report *The complete story from Atlanta on "Impact '84—Issues and Answers," the 56th Annual ANPA Operations Management Conference & Exposition. The coverage package of the June 9-13 event includes day-by-day reports on the sessions and symposiums, a look at what displays made news in the exhibit halls, and a feature about the activities of a typical Conference attendee. Among the highlights of the Conference program were presentations on distribution, quality color reproduction, pagination, press technologies and personal computers. A list of available texts of Conference speeches also is included in this issue on page 63.* **22**

Single-copy sales resurgence *New strategies are emerging as some newspapers "turn-for-'return—to single-copy sales to boost circulation.* **6**

Press freedom Canadian style *No clear-cut trends have developed in the courts since Canada got its Charter of Rights and Freedoms two years ago.* **10**

Computers in personnel *Newspapers that have tackled the complex task of computerizing their personnel records offer "how to" tips.* **12**

Newspaper make-over artists *Although their styles differ, four consultants go about the process of redesigning a newspaper in basically the same way.* **14**

Essay: The anonymous source *Associated Press reporter Mike Feinsilber explains why some sources in Washington prefer to go nameless.* **16**

Profile: "Buddy" Ward *The job he wanted was composing room foreman. But this erstwhile printer became president of the Atlanta Newspapers instead.* **17**

J.C. Penney's shopping list *Richard A. Trea, market media manager for J.C. Penney Co., outlines what a major retailer wants and needs from newspapers.* **18**

Liquor-ad ban overturned *The U.S. Supreme Court's decision overturning Oklahoma's cable-TV liquor-ad ban skirts First Amendment issues.* **48**

Cited in PCB incident *San Jose (Calif.) Mercury News draws a citation from a state agency in the case of PCB contamination of its yellow ink.* **50**

International press leaders *The top offices of three major international press organizations are now occupied by U.S. newspapermen.* **54**

Partial pagination *Software developed at the Norfolk, Va., newspapers enables an Atex front-end system to produce copy in ready-to-paste-up modules.* **61**

Conference Report, p. 22
(Cover photos by Alan Tepper, John Harrington.)

Single-Copy Sales, p. 6

Computerized Personnel Records, p. 12

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Richard J. V. Johnson

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They are: American Association of Newspaper Representatives, American Newspaper Representatives, Institute of Newspaper Controllers and Finance Officers, International Circulation Managers Association, International Newspaper Advertising and Marketing Executives, International Newspaper Promotion Association, National Newspaper Association, Newspaper Advertising Bureau, Newspaper Advertising Sales Association and Newspaper Association Managers.

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THE ROAD TO SAN FRANCISCO

The San Francisco Examiner's writers, photographers and columnists have been out on the campaign trail since late last summer.

When the Rev. Jesse Jackson was traveling around the country on his voter registration drives prior to announcing his candidacy for President, The Examiner was there.

When Ohio Sen. John Glenn was deciding whether or not to continue his campaign, The Examiner was there.

When Colorado Sen. Gary Hart won big in New Hampshire and began his roller coaster ride through the first half of the primary season, The Examiner was there.

When former Vice President Walter Mondale wondered aloud "Where's the beef?", The Examiner was there.

This month, The Examiner will be at the Moscone Center in San Francisco providing the most comprehensive coverage of the Democratic Convention.

San Francisco Examiner

A Division of The Hearst Corporation

Once the ONLY way newspapers were sold

Single-copy sales

Innovative use of 'hawkers,' newsracks and newsstands can produce quick circulation gains for aggressive papers

BY C. DAVID RAMBO
presstime staff writer

Every afternoon at about the same time, residents of a low-income neighborhood in Muskegon, Mich., hear a familiar cry outside their front doors. "*Paper!*" shouts a young adult with copies of The Muskegon Chronicle tucked under his arm.

About 250 of those apartment and townhouse dwellers each day shell out a quarter to buy the newspaper. They are people used to living day-to-day—people who don't want to pay $1.55 at a time for a week's home-delivery service, even though it's 45 cents a week cheaper for regular readers to buy the paper that way.

The Chronicle's year-old, door-to-door sales program, which will be duplicated in other low-income areas, is an example of innovation and rekindled interest in single-copy sales.

Street sales and other sales by the individual copy once were the only way newspapers were sold.

Some newspapers still have a high percentage of their copies distributed in this fashion. The Boston Herald, for example, sells about 80 percent of its circulation one copy at a time as opposed to subscription, says Jim DeSalvo, assistant circulation director.

But at a far greater number of newspapers, single-copy sales have been relegated to a place of lesser importance over the years. The emphasis has been on subscribership—its continuity, its identifiable market for advertisers, its Norman Rockwell image of the kid from down the block flinging the day's news onto one's doorstep.

A 1978 study by the Newspaper Readership Project and the Newspaper Advertising Bureau, the latest study of its kind, showed that only about 20 percent of all weekday circulation was in single-copy sales.

Lately, though, there have been indications, such as the effort in Muskegon, that times are changing—that publishers now view single-copy sales as being worth vigorous pursuit. The inability of newspaper circulation to keep up with population growth is undoubtedly one major reason for this back-to-basics approach.

Susan Crowell/The Boston Globe

One of The Boston Globe's force of street "hawkers" makes single-copy sale to a motorist. The Globe now keeps sales force out on the streets even during the winter months.

Sales by old-fashioned "hawkers," vending machines, newsstands and other means—if heavily promoted and properly managed—can serve as a quick way to boost circulation. Such spurts in circulation numbers can be as welcome as a thunderstorm amidst a dry spell, especially in highly competitive markets. "That (single-copy marketing) and product improvement are the two biggest factors right now in increasing sales," says DeSalvo of The Boston Herald.

"Single-copy sales are a valuable opportunity for every newspaper—large or small—to increase circulation," concluded another report from the Readership Project and NAB, this one released in 1982 but containing no new overall single-copy sales figures.

The report also noted that seven out of 10 single-copy buyers read a paper every day.

Circulation executives confirm that marketing information, whether obtained by interviewing people at vending machines or through casual observations, reveals that single-copy buyers are regular, loyal readers. Many buy the newspaper each day of the week. Some buy only on selected days, such as days when supermarket ads and food cents-off coupons are published.

To spur sales on food days, The Atlanta Journal and The Atlanta Constitution place a brightly colored sticker on vending machine display copies that says, "Save money, food coupons today." The stickers are used on days the food section appears—Wednesday afternoon for the Journal and Thursday morning for the Constitution.

One expert in the field believes readers will become even more selective about when they buy newspapers. Ray E. Mack, executive consultant of Scripps-Howard Newspapers, explains that competition for readers' time is increasing, particularly in households where both husband and wife work.

"Something has to give," Mack says. Increasing numbers of readers may not find time to read a paper every day and thus may become more selective about the days to buy a copy. "As such, [the] single copy [sale] will become more important. . . . Single-copy sales are going to come into the forefront in the next decade."

"Read all about it!" If that's the case, then The Muskegon Chronicle is slightly ahead of its time.

James W. Stark, the paper's circulation sales supervisor, says the low-income neighborhood sales experiment there is an effort to find a way to reach weak-circulation regions. "Newspapers are constantly plagued with areas that are hard to service," he observes.

The test began with a search for sales people. The job profile called for adults from the target neighborhood "so they're not a visitor" when they travel the streets, hawking the day's news. The Chronicle also trained them to anticipate and avoid trouble in high-crime locales. Then, "We handed them each 50 papers and said, 'Go see what you can do.' They were back in a half hour" empty-handed and needing more copies.

More traditionally, hawkers stand at busy, prominent locations and sell the newspaper to pedestrians or to motorists slowed by traffic.

The Boston Globe, for example, for many years has used a strong hawker force not only to sell a couple of thousand copies a day but also to give the paper "good visibility" in public, says Robert I. Lynch, assistant circulation manager. In years past, the newspaper scaled back its hawker efforts in winter because of harsh weather. Now, however, an all-out effort is maintained year-round.

But in many other places fewer human vendors are appearing than in the past, partly because younger people are not enthralled by a street-sales job. "They used to be on every street corner," says Robert P. Converse, assistant director of circulation-marketing of the Los Angeles Times, which registers about 25 percent of its total circulation in single-copy sales. The Times now has 65 or so hawkers left. "They're a dying breed," he says.

"Look, you talk to the shopping mall managers, and if you can't get them to [permit newsracks], then talk to the advertisers" with outlets in the mall, who can apply pressure.

The St. Cloud [Minn.] Daily Times had a lone hawker who had been on the job more than 50 years. He retired last Thanksgiving, says Assistant Circulation Manager Geary L. Yaeger. "He slipped on the ice one day, fell down and said, 'That's it.'"

Also calling it quits over the years have been operators of many clapboard newsstands that once were common on the downtown streets of many big cities.

Off the rack. But if a comeback of the street hawker is still largely in the future, the future is now for vending machines or, in circulation jargon, newsracks. That's where the biggest resurgence in single-copy sales can be seen today.

There are more than 633,000 of them in North America, according to estimates from the International Circulation Managers Association and elsewhere, and the number is growing. About 110,000 of those racks belong to USA Today, which attributes about two-thirds of its first-quarter 1984 estimated 1.3 million circulation to single-copy sales. Observers say Gannett Co.'s national newspaper is the single most important factor stimulating the growth of rack sales.

USA Today's modern, blue-and-white vending machines make many local papers' newsracks look dowdy and old by comparison.

In many communities, USA Today's introduction has been followed by municipal governments' imposition of new or altered newsrack ordinances—a development that has miffed some executives of local newspapers [presstime, Oct. 1983, p. 4].

Also, USA Today itself is colorful, running both spot and process color visible in the vending-machine display window. The local competition's front page often pales in comparison.

This has led some newspapers to stress to editors the importance of how the front page looks inside a newsrack. The San Angelo [Texas] Standard-Times, for example, makes sure the above-the-fold appearance is attractive and intriguing, says Editor Philip M. Schoch.

"What's up front definitely counts," according to the 1982 NAB-Newspaper Readership Project report.

"Studies show that the graphics presentation of headlines and the editorial content of page one combine for increased street sales."

Another idea is to install a newspaper vending machine in the newsroom—not to sell papers there but to remind the editorial staff what the product looks like to potential buyers each day.

In addition, a new type of newsrack has been developed that shows the full front page, top to bottom. A number of newspa-

Single-copy sales symposium planned

ANPA and other industry groups, including the International Circulation Managers Association, will hold a symposium this fall that will emphasize how the look and content of a newspaper bear on single-copy sales.

Topics will include marketing effects of editorial content, graphics and promotion; research into occasional buyers of both newspapers and magazines; and various newsrack and vendor issues.

Location of the Dec. 11-13 symposium will be the Amfac Hotel at Dallas-Fort Worth Airport. Cost tentatively will be $350 for one person representing a newspaper and $250 each for two or more from the same paper.

For further information, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center.

pers have bought the new-style racks introduced by Gulf Coast Supply Co. at the 1983 ICMA Convention. One is the Bradenton (Fla.) Herald, and street sales have increased as a result, reports William E. Raulerson, assistant circulation director.

However, San Angelo's Schoch and others note there is disagreement on the importance of a grabby "look" to the front page. Schoch points out that some research indicates "most people already know what paper they're going to buy."

Team effort. In addition to paying attention to how a front page will appear in a newsrack to passers-by, the newsroom can help by providing the circulation department with advance notice of major stories of interest to a particular geographical area. That way, extra copies can be dropped off at appropriate vending sites.

Other departments of a newspaper operation also can help out in various ways in a campaign to boost sales by the copy.

But the major burden in such a campaign obviously falls on the circulation department. And the NAB-Readership Project report came up with some solid advice for circulators:

- "Computerization can be a valuable aid to the single-copy selling effort. Computers allow you to keep a close watch on stock levels at each single-copy selling outlet on a daily basis."
- Promotion is the "key to single-copy sales. Cash incentives and prizes can motivate wholesalers and carriers alike. Use rack cards and banners to spotlight the special features of the day's paper. The list of promotional possibilities goes on. Know your market and use your imagination."
- Vending machines project the newspaper's image. "Make sure your machines are neat, clean, easy-to-use, well-stocked and easy-to-maintain."
- "Timing directly affects single copy sales. Make sure your single-copy issues are hitting the streets when readers do."

Above all, says Scripps-Howard's Mack, it is important that newspapers "get out of your rocking chair" and "sharpen up your marketing techniques" in single-copy sales.

Mauled. One area where newspapers overall have not excelled is in selling newspapers in what has been called the Main Street of the Modern Age: shopping malls.

Despite the high traffic that malls generate, not to mention the role newspapers play in the advertising of goods sold there, newspapers often are available in only one or two locations within a given shopping center. Too often, Mack says, circulation managers think this limited number of sales outlets is sufficient for a mammoth mall because "if they (readers) want it badly enough, they'll go find it."

But he maintains that people "are not going out of their way to buy a newspaper. . . . You must have your paper available at arm's length."

Mack says shopping mall managers often turn down newspapers' initial requests to place vending machines in strategic locations because a newsrack "detracts from the decor."

"I say to our own people in Scripps-Howard, 'Look, you go out and talk to those shopping mall managers, and if you can't get through to them, then you talk to the advertisers'" with outlets in the mall, who can apply needed pressure.

Another place newspapers frequently are unavailable or in short supply is the neighborhood supermarket or drug store. Yet almost without exception, a plethora of weekly tabloids and national magazines can be found there, Mack observes.

Two years ago, he conducted a project in Denver for the Rocky Mountain News in which potential new outlets were identified. About 1,400 possible new sites were found, and more than half became outlets. Mack says the Denver project has national ramifications: It indicates that untapped sales locations are generally abundant.

He also says that newspapers sometimes are too willing to accept the rejection of a storekeeper when seeking to locate new outlets. He encourages newspapers to argue their case vehemently. The base of the argument should be, "Does anyone really have a right to prohibit the citizens of the United States from having access to a newspaper?"

Mack himself used the argument before the federal government when, during World War II, he convinced the General Services Administration in Washington, D.C., that he should be allowed to sell the Washington Daily News in government installations, such as snack bars and cafeterias.

Mack, circulation director and later president of the Daily News (which suspended publication in 1972), says such persistence paid off with an increase in daily single-copy sales in government office buildings from none to 50,000, representing half of all the paper's single-copy sales in its last year of publication. □

Durham Herald-Sun

Charles J. Ira shows off Durham, N.C., papers' new full-page display vending racks.

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Canada's media rights untested

BY WILLIAM V. MONOPOLI

Canadians have had the benefit of a constitutionally guaranteed free press for just two years. Although it is too soon to say how that guarantee ultimately will be interpreted—no cases dealing with freedom of the press have yet reached the Supreme Court of Canada—decisions of trial and appellate courts have produced mixed results.

Several courts have rejected restraints on press access to some hearings; others have found limitations on reporting to be reasonable—and not unconstitutional.

The guarantee of a free press, part of the Canadian Charter of Rights and Freedoms, provides a new role for Canadian courts. Those courts traditionally have had the task of deciding which level of government, federal or provincial, had the power to regulate.

Canapress Photo Service

Canada's Parliament approved Charter of Rights and Freedoms two years ago.

The charter, enacted as part of the Canadian Constitution in April 1982, puts specific fundamental freedoms beyond the reach of government control, "subject only to such reasonable limits . . . as can be . . . justified in a free and democratic society." One of these fundamental freedoms is "freedom of thought, belief, opinion and expression, including freedom of the press and other media of communication," the charter states.

Before the adoption of the charter, freedom of the press in Canada meant freedom subject to tough laws on contempt of court, bans on pre-trial publication of evidence in criminal cases, and even secret trials under the Official Secrets Act.

There is no assurance that the presence of the charter will persuade courts to adopt comprehensive, First-Amendment-style protection for news media. But in the dozen or so "free press" cases decided under the charter, at least some judges have found restrictions on access to be unconstitutional.

In August 1982, an Ontario trial court found that a requirement that trials of children be held without publicity was inconsistent with freedom of the press. The court found that the government had failed to show any justification for a policy of conducting closed hearings in all cases involving juveniles. The decision was upheld in March 1983 by Ontario's highest court, the Court of Appeal.

The offending law, the federal Juvenile Delinquents Act, has since been replaced by legislation with no absolute ban on access. The importance of the Ontario case is that its reasoning on the significance of a constitutionally guaranteed freedom of the press has been adopted by several courts in other provinces.

Other kinds of publication bans have come under attack. Last July, an Ontario court struck down a section of the province's Child Welfare Act that barred publication of information identifying any party involved in a child-abuse case. The court held that although a judge has discretion to prohibit publication of the names of parties in a particular case, an absolute ban is unconstitutional.

But other attempts to gain access under the charter have failed. An Alberta trial court last fall dismissed an application by Southam Inc.'s Edmonton Journal to be admitted to a public inquiry into the death of a prisoner in a detention center.

Restrictions on pretrial publicity in Canadian criminal cases have existed as a matter of routine. But some of those limitations have been attacked, as publishers have tried to take advantage of their new constitutional rights. In the fair-trial versus free-press debate, judges so far have made it clear that limitations on the press will be upheld.

That view is consistent with the Canadian legal tradition emphasizing the prevention of pretrial publicity. By comparison, in the United States, the goal is to ensure a fair trial after information about a case has been published.

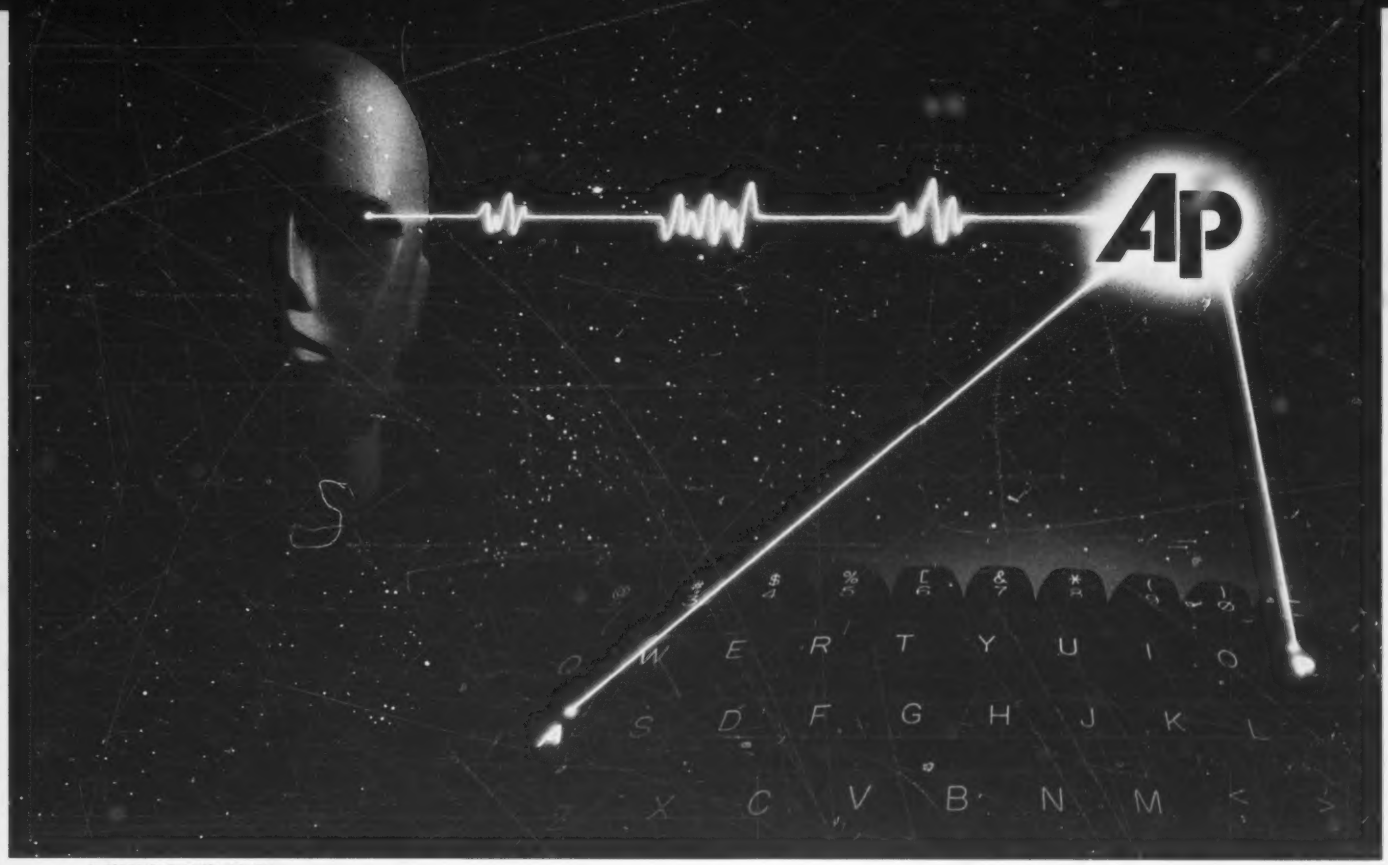
Two years is not a long period in which to measure the effect of the charter's guarantee of a free press. But it is clear that the evolution of a First-Amendment-style guarantee—if it happens at all—will be a very long process.

No cases have yet arisen hinting that media defendants in defamation cases will be able to count on charter protection. Although the charter curbs government power, there is some question about whether it applies to private disputes.

News media challenges of publication bans and access restrictions likely will continue. In the meantime, the media may remain cautious about asserting charter rights in other areas.

"I don't think you'll see (news media) make much use of the charter until the Supreme Court rules," says John Miller, deputy managing editor of The Toronto Star. "I would be very surprised if the charter has been discussed in any newsroom in Canada. Case decisions by the Supreme Court will heighten consciousness. Once that takes place, people in newsrooms will say there's something to it." □

Monopoli is former senior editor of The Financial Post, Toronto. He is a member of the New York Bar and is a candidate for admission to the Ontario Bar.



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HRIS

More papers now turning to computerized personnel record systems

BY PATRICIA P. RENFROE

Newspapers, as employers of approximately 422,000 Americans, are inundated with data about their employees. This information, which constantly must be updated, is used to manage such basic functions as preparing payrolls, tracking benefits and leave time, maintaining trained and experienced staffs, and responding to numerous government requirements for standard reports.

Special, targeted information, such as that required when facing a charge of discrimination or of an unfair labor practice, is also drawn from information originally collected by the personnel department. Much of this information must be kept for extended periods of time.

The need to extract and use the employee data rapidly and efficiently has led newspaper personnel specialists to push for faster development of computerized human resources information systems, referred to by their users as a HRIS (pronounced ha-RIS or ha-RASS, depending on the source).

Where do newspapers stand in the implementation of these personnel data systems? "Behind other industries," says John Thomas, vice president and director of human resources of the Dallas Times Herald.

His opinion is shared by other newspaper personnel professionals. It is also supported by surveys.

Business and industry, particularly large firms, generally have some form of computerized personnel record system. A survey conducted among the Fortune 500 companies revealed that 60 percent of those responding had computerized human resource information systems, including most with 1,000 or more employees. And that survey was conducted in 1980, which means it did not take into account the recent explosive growth in computer usage.

On the other hand, when 20 newspapers were contacted by the ANPA Human Resources Department earlier this year, only half said they had computerized their personnel information other than basic payroll data. The number of employees at the newspapers surveyed ranged from 450 to 2,300.

Most of the newspapers with a HRIS have it tied into a mainframe computer. A few, including The Miami Herald and the two Louisville dailies, use personal computers because of delays in getting access to the newspapers' busy mainframes.

Getting started. There are several reasons for the limited progress in applying computer technology to newspaper personnel operations.

"When I joined the company several years ago, they were—and still are—highly committed to computerizing the personnel data," says Julie K. Mast, personnel director of Fort Wayne (Ind.) Newspapers Inc. "However, we have had to defer or at least move more slowly while computer services were provided for departments more generally identified as revenue-generating or -controlling."

The capability of the systems now in use varies, but several common factors can be identified.

Of the 10 newspaper respondents with some form of HRIS, most characterized theirs as being in the second stage of implementation, with further enhancements to follow. The second stage means the system is semi-automated, has the capability of supplying needed payroll information, usually provides the basic reports required by the U.S. Equal Employment Opportunity Commission and can provide paper printouts.

The fact that payroll data are often the first personnel information to be computerized is viewed as appropriate because the data typically are already in the computer for the accounting department's use.

However, Thomas of the Dallas Times Herald emphasizes that payroll functions should be considered a subsystem within a total HRIS and that finance people should not wind up in control of the entire system. The personnel professional should have control, he says. "We need more program elements to do our job than those contained in the payroll software package," he says.

At Newsday of Long Island, N.Y., William Ammann reports a system is in the process of being developed, "with salary history, EEOC/affirmative action and retirement vesting schedules to be provided through a new software package, which is compatible with our present system." Ammann, manager of special projects/finance, is striving for a system that can supply analytical reports on such things as turnover and absenteeism among the newspaper's 2,600 employees.

In the ANPA survey, Stephen D. Rice, personnel manager of the Asbury Park (N.J.) Press, was one of the few newspaper executives to express satisfaction with the existing capabilities of their HRISs. He says the company's system meets the newspaper's needs for day-to-day operations as well as for special analyses.

Planning, security concerns. Developing an HRIS is not simply a matter of purchasing hardware or software. Compared to an accounting department, for example, a personnel department requires a more complex computer system that reflects the fact that sensitive human information, as well as cold quantitative

Renfroe is manager personnel relations in the ANPA Human Resources Department. She was assisted by ANPA's Ghyneth Rowdon in the preparation of this article.

data, are involved.

Careful planning is the key to a proper system development, and the first step, says Adeline M. Callan, personnel director of The Boston Globe, is for personnel specialists to obtain a basic understanding of computers. "We sent six people to seminars to learn what to ask and what to look for when talking to our own data system people and vendors," she says. The group also visited The New York Times to review its HRIS, which has operated since 1976.

A HRIS project development team should be set up, and Callan stresses the importance of having a project manager to avoid a committee approach that may result in slow progress. Most teams have people from the newspaper's data processing department, the personnel manager, the staff person expected to be most involved in the system's use, and a senior executive, frequently from finance. Sometimes the publisher is a member, as is the case at the News-Journal Co. of Wilmington, Del.

It is the responsibility of the team to define the proposed system clearly and precisely, in writing. This avoids costly errors whether the system is being developed in-house or is being acquired from a software vendor. "You must be able to distinguish between nice-to-know and need-to-know elements," Dallas' Thomas explains.

Ammann of Newsday describes this sorting out as "know how you work today, what you will need for tomorrow and what the future is likely to require" in the way of computerized personnel data.

Being well-prepared when meeting with equipment vendors is crucial, according to Thomas. "Demand that [vendor] service personnel are included in the meeting. Marketing people will promise you that the system can accomplish anything. They fail to mention the extra costs frequently assessed to accomplish the 'anything.'" It is also recommended that contracts with suppliers spell out all expectations clearly.

Another major concern of human resource staffs considering computerization is security to protect the privacy of highly sensitive information.

Indeed, security is an issue of such importance for one surveyed newspaper executive—because of a unionized data processing department—that no consideration is being given to developing a HRIS at his paper.

This attitude is not common, however. When the union issue was brought to their attention, most personnel managers surveyed by ANPA did not identify it as a potential problem. Several pointed out that for medium- or small-size newspapers, a personal computer might be a solution to any problems of this sort [presstime, June 1984, p. 12].

On the whole, managers believed their evolving systems will be secure from computer piracy by carefully limiting access—such as by use of secret, frequently changed entry codes—and by close monitoring.

A common view of personnel managers is: There is nothing new about keeping personnel records; only the way they are kept. A careful, professional, personnel department will make every effort possible to maintain the security and privacy of electronic records, just as they always have of paper records.

They also say employees must be informed that basic data about them is being maintained and that their privacy will be protected in a computerized system just as carefully as it was in a paper system. □

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Newspaper design:

BY ANN H. FISHER

Here's how one paper looked before redesign.

When it comes to redesigning newspapers, consultants have some differing views, depending upon whether they place their emphasis on graphics or marketing.

But despite their orientation toward an eye-pleasing product or one that can be made more marketable, four leading consultants use a similar methodology, from careful analysis through testing of design prototypes to introduction of a "new" newspaper.

The four—three graphics consultants and one marketing expert—are:

- J. Bruce Baumann, assistant managing editor for graphics at The Pittsburgh Press, who was hired to update a newspaper that had not made major changes in graphics in 25-30 years.
- Mario Garcia, graphics director of the Poynter Media Institute in Florida and journalism professor at various universities, who has helped redesign some 17 newspapers.
- Robert Lockwood, director of Associated Press news graphics, who has served as design consultant for a dozen newspapers. One of his most recent projects was the redesign of The Christian Science Monitor.
- Stuart H. Schwartz, who has been associate professor of communication at Georgia State University in Atlanta and a marketing consultant for more than 50 newspapers. He recently was named corporate director of marketing for Lee Enterprises Inc., based in Davenport, Iowa.

Although the newspapers these consultants have served are quite different in many aspects, the methods they use to revamp editorial format and content tend to be similar. The process evolves through four stages—analyzing, consensus-building, prototype-sampling and modifying. The time span for a newspaper redesign varies from three months to three years. Consulting fees, Lockwood says, are based on the nature of individual jobs.

Schwartz, while using the same analytical process as his graphics-oriented colleagues, differs slightly in his approach. As a marketing consultant, he initially focuses on business aspects and the tastes of the community before analyzing editorial problems. Graphics is of secondary importance to Schwartz, who uses them as subordinate ways to increase circulation. His goal is to produce a marketable product.

To Baumann, Garcia and Lockwood, however, graphics is the top priority. If a newspaper already has a sound editorial policy, an increase in circulation may or may not follow redesign, they say. But both editorial content and graphics usually can be improved and made more compatible. The graphics consultants' goal is mainly to produce a solid editorial product, enhanced by graphics excellence.

The consultants worry about flashy color and cutouts. Baumann quickly separates his newspaper's design from what he calls "the People magazine mentality of pop-ups, silhouettes, montages and collages" which, once out of control, can impair a newspaper's credibility with readers. Garcia limits his praise for USA Today to its role in increasing graphics awareness among newspaper editors and publishers.

On the other hand, marketer Schwartz encourages a newspaper's staff to "do whatever the heck they want" when it comes to incorporating new graphics.

"Everybody has color, so it's not that big a deal," he says. "You can use it to scream or shout, or make things very visible. We use as many gimmicks as seem appropriate to that area . . . color, reverses, pop-outs.

"I don't give a damn about aesthetics," adds Schwartz, whose projects have included The Telegraph of Painesville, Ohio, and the Quad-City Times of Davenport [presstime, April 1983, p. 30]. These two redesigned papers now resemble the flashy New York Post. "I first want to make sure that the paper has the ability to promote itself" by examining its ability to fulfill its public service role and analyzing what it is that readers want, he says.

Content studied. Regardless of their somewhat divergent goals, all four consultants begin their analysis of a newspaper's editorial policy by focusing on content as well as format. Schwartz reads the newspaper and looks at what has worked in similar communities. Lockwood subscribes to the paper for six months. Garcia studies it for three weeks and tells the staff to save seven days' worth of unused stories; this allows him to monitor editors' tastes by examining what they have rejected.

"I look at how graphics elements enhance content," says Garcia, a former reporter for The Miami News. "You can look at redesign journalistically or artistically—there are two completely different trains of thought.

"I don't go in for just the graphics," he continues. "If you have a cadaver, by me dressing it differently, I'm not going to revive it."

Lockwood, who previously taught design at the Philadelphia College of Art, supports the importance of a journalistic approach. "The content suggests the structure, which is design," he says. "My design is barebones and functional. It's not really attention to the design element but to the words."

In analyzing a newspaper's content, the redesigner considers its history. Publishers and editors are generally cautious

Fisher has just completed her studies for a master's degree in journalism from Ohio University in Athens. She is beginning her career as assistant editor of Meeting News, a monthly magazine based in New York City.

Research found no need for graphics gimmicks.

about sweeping changes—graphics or editorial—that may scare away readers. A certain amount of continuity should be maintained, consultants agree.

Garcia uses the Journal de Brazil in Rio de Janeiro, one of his consulting clients, as an example. "That paper's 139 years old. It must have been doing something right for it to be around for so long," he says. "I don't go in and clean it out like a broom. You have to determine what should be saved."

Importance of research. Another major step is determining the newspaper's demographics. Who are its readers? What do they want from the newspaper? For answers, designers check the newspaper's marketing and advertising departments for readership studies done in the past five to 10 years.

Occasionally no studies have been done, as was the case at The Pittsburgh Press. Baumann, hired last year, did his own research on the community.

"I'd always thought of it as a mill town, but actually it was 180 degrees different because the steel mills were shut down," Baumann says. "I found people who like their culture, their entertainment. I found out what was available in the community: there were 16 colleges in the county, a strong symphony, a good parks and recreation program.

"I was dealing with an upbeat, higher education reader . . . who didn't need gimmicks—who wanted information," he says.

The redesigner then shares his ideas with those of the management and staff. This is the stage where the redesign begins to take form.

Lockwood views it as a consensus-building process.

"I help the editor and publisher get the paper they want. I become a guide to show them possibilities. We spend much time up front getting in step with each other . . . with marketing and editors. I assess each person's vision of the paper. This all becomes the body of the paper.

"We establish a design committee which represents the spectrum of [employees of] the newspaper and each department. This functions in two roles—to articulate visions and hopes and [to serve as] a working committee which helps as we go along.

"We're building slowly toward what they [news people] want. My role is to give them choices."

As ideas are exchanged, images become clearer. Garcia conceptualizes these images as newspaper pages, sketches them on tracing paper and then pastes up selected designs with different typefaces. Eventually some designs are printed as prototypes. The various images are evaluated and, eventually, some are accepted.

In the redesign of the Baton Rouge [La.] State Times, Garcia and the design committee gauged readers' reactions along the way by exposing test groups to different prototypes of page designs. They tested non-readers, readers, subscribers and single-copy buyers. Through the 19-month study, the committee discovered the original prototype was too drastically different from the existing design for the audience's taste. The design was modified.

Goals, trends. All four consultants interviewed hope to accomplish several goals through the redesign process.

They want to develop a personality for the newspaper that is distinct from its competitors.

They also want to create a better working environment—one that promotes journalistic excellence and pride in the product.

The consultants discovered redesign can stimulate the people who produce the newspaper.

When staff members become convinced the new format enhances their work—rather than detracts from it—interesting things happen, consultants note.

Baumann says the better display of photographs usually inspires staff photographers to produce higher quality work.

He described the improvements in some staffers' work as a "miracle."

Garcia cites the Owensboro [Ky.] Messenger-Inquirer as his favorite project because the newspaper changed so dramatically after the writers and editors "got a different sparkle" about them following redesign.

Schwartz has worked with staffs that were talented, enthusiastic and creative. "You'd be surprised at what these people came up with" after they saw the potential offered by a new design, he says.

After the redesign is implemented, the designers' role is limited. Baumann anticipates having more time to work on peripheral projects, such as designing periodic tabloids, for The Pittsburgh Press. Some newspapers retain their designers for continued consulting for a few months following introduction of the new design. Other papers are never heard from again following the changeover, leaving the consultants to wonder about the acceptance of their advice.

Do the redesigners see any graphics trends in newspapers? Lockwood voices the views of his colleagues when he says there is no real national direction in graphics change, because of the individual characteristics of newspapers.

"I see newspapers going a couple of directions. There can't be any one trend. Newspapers are too complex," says Lockwood. "They're like cities. You have to consider the dynamics in them, the layers of organization, the mix of editorial and management, deadlines, the ability to communicate effectively and quickly."

The anonymous source has become an institution

BY MIKE FEINSILBER

I work as an Associated Press reporter in Washington, where I'll-tell-you-but-don't-quote-me is a never-ending game between reporters and news sources in which the reader is always the loser. Not long ago, I wrote a long AP takeout on the irksome problem of anonymous sources. When I finished, I took the oath: There'll be no more officials "who refused to be identified" in my copy. If people had something to say, they'd have to have their names attached.

Just about my next story was typically Washington: of utmost importance to a handful of people, obscure to the rest of the world. It was about a regulation adopted by the Office of Management and Budget after two and a half years of struggle designed to make certain that nonprofit organizations with government contracts don't spend taxpayer dollars on lobbying activities.

Now on the telephone was a young aide to a Senate subcommittee that had been involved in the tussle over drafting the regulation. I wanted to know if OMB's final version was likely to pass the subcommittee's muster. It was a Friday afternoon, so there wasn't a senator in town. The aide was my only likely source.

He'd tell me, he said, what I wanted to know "on background." No dice, said I. And so we sparred. I ran through a litany of arguments. I talked about responsibility and credibility. I asked him if he weren't frustrated, as a consumer of news, by all the unidentified sources in the papers. I cited the pure innocence of the information I sought. I reminded him that he works, after all, for the People, who have a Right To Know.

No, he said, he works for the subcommittee chairman, and the senator likes to see his own name in the papers, not the names of his underlings.

So I wrote the story without the tidbit of information from the Capitol. But I mailed the aide a copy of my story on sources.

Hey, he said on the phone a couple of days later, that was a fine piece. He'd showed it to his wife, and she thought so too. She's a journalist, too, he said, working for a trade publication. Runs into the source problem all the time.

Well, would he now go on the record with the information I wanted?

Oh, no, he said; the senator wouldn't like it.

A lot of news out of Washington comes attributed to sources the reader can't identify for reasons as unconspiratorial as the Senate aide's. Some sources float trial balloons; some could get into trouble if they were identified; some lack truly sensitive information. But most talk only on the understanding they won't be more-than-vaguely identified for more mundane reasons—often because it is simply easier that way.

There won't be a flood of telephone calls from other reporters. There won't be challenges about the accuracy of what they've put out. There's deniability. Sometimes the purpose is mischievous, sometimes it isn't. But almost always there's a purpose. Sources talk to serve their ends, not reporters', not the public's.

The anonymous source has been institutionalized. Like reporters, he outlives changes in administration. It doesn't much matter who is President: At the White House, to make certain the spotlight stays on the President, not-for-attribution backgrounders are the order of the day when he is about to do something newsworthy.

Breaking that mindset is a vexing problem. But it would be dishonest to suggest that every reporter is vexed. Some are comfortable with the system. Some may feel they write more important copy if they can quote a source "in a position to know."

Some reporters who cover foreign policy, national security or the intelligence fields—source of much unsourced news—have sources with whom they have a permanent arrangement: no identification. Even raising the question would jeopardize the bargain, they say.

At the AP, we have rules. They don't solve the problem, but they alleviate it. The first, of course, is to not use anonymous sources for information that can be obtained from sources who can be identified.

Another is to give readers as much as you can to alert them to the source's identity, or place of business, or possible biases. Another is to tell readers the source "declined to be identified" or "spoke only on condition he would not be identified" so the reader will know why he isn't.

Finally, and most important, the source must only provide factual information, not a viewpoint. Unidentified sources can't be used to express opinions, to attack opponents or opposing ideas, or to put forth self-serving statements.

There's got to be a tradeoff—information in exchange for anonymity—and if it doesn't tip in the reader's favor, it ought to be left out.

Oh, yes. About my vow not to use anonymous sources. It lasted only a few days. I couldn't help it. That's just between us, you understand?

Feinsilber is a reporter in the Washington Bureau of the Associated Press. He encountered his first anonymous sources when he began reporting in Washington in 1968. Since then, he has covered Congress, economics, politics and the news media.

AP

Mike Feinsilber

'Buddy' Ward

Once a printer, now company president

BY PAUL KRUGLINSKI
presstime staff writer

He's not quite the Horatio Alger rags-to-riches archetype, but Minor J. Ward has moved rather quickly from some humble beginnings to a lofty perch as president of Atlanta Newspapers, which publishes The Atlanta Journal and The Atlanta Constitution.

After graduating from Atlanta's Murphy High School in 1953, "Buddy" Ward joined the Journal and Constitution as an apprenticed printer. Over the next 23 years, the jovial-but-demure executive moved up in this fashion: journeyman printer, assistant composing room foreman, assistant production manager, production manager, director of production and engineering.

After three years in the latter slot, and despite his lack of a college degree, Ward was elevated to vice president of production and engineering in 1979, and to vice president and general manager in 1982. His promotion last March to president was his fourth in eight years.

"He's been a fast-rising star in the newspaper business," says George Cashau, ANPA director/technical research. "He just keeps moving up."

Ward talks about his rise more modestly. With a characteristic Georgia drawl and Southern penchant for dry humor, he puts it this way: "The only thing I ever aspired to be was the general foreman of the composing room, [pause] which I never got to be."

To describe the 49-year-old, blue-collar-worker-turned-executive, people who have worked with him use such phrases as "clear, analytical thinker," "fine knack for controlling and handling people," "the kid next door," and, affectionately, "cocky little bastard."

Buddy's got a very sharp mind," says Dayton Ohio "Tiger" Flowers, prepress manager in Atlanta. "He's an expert in technology, and he knows how to handle people."

Ink first got into Ward's blood in high school, where he "fell in love" with an old Linotype machine in a graphic arts class. At the suggestion of the class's instructor, Ward approached James B. Perry, then the Atlanta papers' composing-room foreman, and asked him for a job as a printer.

Atlanta Newspapers

Minor J. "Buddy" Ward

In his early experiences with the youthful Buddy Ward, Perry discovered qualities that set Ward apart: primarily, an ability to learn and to conquer challenges quickly, and to do more than is expected.

Perry, who is now retired, says that before hiring Ward, he had him take a state aptitude test. The test's evaluator subsequently reported, "He shouldn't be going out to be a printer. He should be going to Georgia Tech," Perry recalls.

Whereas the average apprenticeship for a printer was six years, Ward received his journeyman's card in four. And as Ward continued to display verve and creativity, he started climbing the rungs at Atlanta Newspapers.

Perry observes that many of the Linotype operators of that era were deaf-mutes who communicated with each other in sign language. While most composing-room supervisors used a crude, basic form of sign language to deal with the operators, Ward took classes and learned the language—well enough to use only one hand in communicating.

In one incident that Perry remembers, a deaf operator asked another who Ward was. Before the second deaf-mute could reply, Ward startled the first by using sign language to say, "I'm your new boss."

"He could talk to them as fast as they could talk to each other," Perry says.

That kind of innovative thinking has continued to serve Ward well in his newspaper career. As head of production for the Journal and Constitution during the 1970s, he was instrumental in procuring a bundle delivery system in the mailroom, a quiet room in the pressroom and an automated roll-handling system in the reel room—which were all avant-garde at the time. Ward adds, however—with characteristic modesty—"We've been more of a quick follower than a technological leader in the newspaper business."

Although it's a bit early yet to grade Ward as the papers' president, there are indications he will at least be a philosophical executive.

"Your success as president of a newspaper is dependent on the people beneath you," Ward suggests, adding that he has always endeavored to "make the employees feel significant to the organization."

He says the secret of having a loyal, responsive work force is making reasonable expectations of the employees one supervises.

And there are early indications the job will not alter the man.

"Even though he's president," says "Tiger" Flowers, "he still gets around to talk to the people."

Ward may be a quiet, family man—he lives with his wife, Faye, in Decatur, Ga., has four married daughters and enjoys fishing—but in the past few years he's started to develop a passion for car racing.

He accepted a challenge earlier this year to race in the Atlanta leg of the Renault/Facom Cup series and write about the experience. Although he finished 33rd, that standing met his goal of finishing higher than he started, 36th. In keeping with the character that took him to the presidency of the Atlanta newspapers, Ward says, "I just might do it again." □

What do retailers need?

Targeting advertising to prime customers in the face of rising costs and waste is the major goal, says J.C. Penney executive

BY RICHARD TREA

What does a major retailer want? That's certainly an open-ended question.

What does a major retailer *need*? That's more to the point.

Peter Drucker, the management consultant, says, "Business has only two basic functions—marketing and innovation." Certainly that applies to us who work in retail. It applies to you who work in the newspaper industry. It actually applies to all of us.

We have a lot in common. For one thing, many of the people you call "newspaper subscribers" are the same people we call "customers" and "potential customers."

Second, we all work in the same, highly competitive marketplace. We're affected by the same trends. And we have no illusions about that. We know we're in this together.

Third—and this is something to remind ourselves—we're all customers. When we advertise, we want to get our money's worth. Just like you want to get your money's worth when you shop at Penney's.

Incidentally, this last point finds itself in what we call "the Penney idea." These principles were adopted in 1913 and still guide our company to this day.

Let me share a portion with you. At J.C. Penney, our goal is "to serve the public, as nearly as we can, to its complete satisfaction." And from the service rendered, "to expect a fair remuneration and not all the profit the traffic will bear." Come to think of it, I get the feeling that the rates we're charged to distribute our preprints occasionally reflect a somewhat less benevolent idea.

Trea is market media manager of J.C. Penney Co. This article is adapted from his presentation June 11 to the 1984 ANPA Operations Management Conference & Exposition in Atlanta.

Penney's spends 90% of its local media dollars with newspapers. We need dailies' continued cooperation in our advertising efforts.

Richard Trea

In any event, I don't need to go into much detail about J.C. Penney for a very practical reason: You probably already know a lot about our company—because you read newspapers.

Newspapers get nine out of 10 of Penney's local media dollars. So you see lots of ROP ads and preprints from us. What's more, editors have had a field day with Penney this past year, so you've also seen lots of headlines about us. For example:

- The Washington Post: "Big change in items set by Penney's"
- Los Angeles Times: "Penney sets $1 billion revamping . . . will focus on apparel, drop auto centers and durables"
- New York Daily News: "Penney in flip."

It's all true. We made big changes this year. We spent years planning our repositioning, so we knew where we wanted to go.

Do you remember the red queen in *Alice in Wonderland*? The queen was trying to explain her country to Alice, and she described it this way: "Now, here, you see, it takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that."

Well, we're ready to run as hard as we have to. We've committed ourselves to getting there. And we're spending a lot of money to do it *right*.

To be specific, we are spending $1 billion to reposition our stores.

What can this investment buy? It's buying excitement and "upscaling" for over 1,600 of our stores—many of which are located in shopping malls. Did you know Americans spend more time in shopping malls than anywhere outside their homes and jobs?

In fact, men and women meet as prospective lovers in shopping malls far more than they do in singles bars. Who knows what may develop in our newly designed Halston III departments? We can only hope that the relationships started there prove as exciting—and wear as well—as our merchandise!

You already know a good deal about us. But what do we want and what do we need? We want certain types of customers, and we need to reach them in print.

Who is one of our biggest target customers? She's really a department store

customer. She's fashion-oriented, and she wants good quality. She may already be a Penney's customer for the "basics," but she doesn't think of shopping at Penney's for fashion.

How can we reach all of our Penney customers—the well-dressed man as well as the woman? Through careful planning and aggressive action.

To do this, to reposition ourselves, we need successful media.

We're concerned about what we get for the money we spend. We're not content with efficiency. We need effectiveness. We're not content with total circulation. We need the match between circulation and our customers.

That's why we place so much emphasis on preprints. In fact, in the past few years, we have literally reversed our ratio of preprints to ROP advertising. In 1981, preprints made up only one-third of our print budget, but now they make up two-thirds of this budget.

Why this dramatic shift? Did we move to preprints just for budget reasons? No. We moved to preprints because they give us visual identity and quality control.

Think for a moment about Sundays in a typical American home. Visualize the Sunday papers being plopped down on the coffee table. Spilling out of it are maybe a dozen different preprints from all sorts of stores—Sears, Macy's, local discounters.

If we're not going to get lost in this shuffle, our advertisements need a strong visual identity. That goes for weekdays, too.

Preprints do a better job of giving us visual identity and quality control. They work harder for us than ROP ads. I don't have to tell you that a lot of things can happen to Penney's ROP ads between the time they leave our New York office and the day they actually run in a local newspaper.

With reproduction problems, placement problems, typesetting problems, creative problems, ROP has its drawbacks. That's why we're placing so much emphasis now on corporate preprints. They give us advertising that looks consistent, fashionable and professional.

What does all of this mean for you? I've outlined five things a major retailer needs to succeed in today's market. Some of these things apply to us in retailing. Others apply to you in the newspaper business.

Taking a look at our own shop, we need to cut waste. We have to target our own audience, which is our responsibility, not yours.

From you, we need circulation by ZIP code that's listed to show both home-delivery circulation and street sales. We have asked for this since 1976. So far, fewer than 75 papers have provided us with audited circulation by ZIP code.

You may ask, "What's in it for us? Why should we bother to do this for you?"

It seems to us that newspapers would benefit by identifying circulation by ZIP code. If you find yourself weak in a particular ZIP code area, wouldn't you want to concentrate on that area to strengthen your readership?

If you do a better job of meeting the marketing needs of retailers, wouldn't that make you more competitive, more able to get a good piece of the pie in today's scramble for media dollars?

We need greater flexibility in preprint zoning. Let's examine together the possibility of further developing effective coverage within our trading area for maximum productivity. For example, being afforded the opportunity to select from among several smaller preprint zones, we could tailor our own distribution patterns.

We need good media research, not just more research but more meaningful research—the kind of information that will help us do our job better. An example is a merge/purge function of your subscriber list with our credit customers. It would give us the opportunity to explore more efficient scheduling of our selling messages.

Also, wouldn't it prove more helpful if you ask for our suggestions *before* a research project is done instead of *after* you present it?

We also need media representatives who are salesmen-plus, marketers in the truest sense of the word.

We at Penney talk with hundreds of reps each year. Many are interested in a retailer's concerns. Many are sincerely interested in our success. It's no coincidence that these are the reps who do better.

Five years ago, our retailing needs were often met with, "No, that's not possible." Today, we're more likely to hear, "Let's talk about it." That's progress. And that's good for both of us.

We need the opportunity to *target* our advertising to our prime customers, and we need to do it in the face of obvious waste and rising costs. In other words, we need your continued cooperation and assistance. I feel certain that I speak for all major retailers when I say this. □

WE'RE STUBBORN

We get stubborn when it comes to good ideas.

Like the complete publishing system for newspapers, magazines, and pre-press operations . . . an idea we're tackling with tenacity.

But it's more than an idea with us.

It's a commitment.

A commitment to deliver the integrated system publishers repeatedly tell us they want.

A system that builds on the excellence of Atex Editorial and Advertising front-end systems and provides small, medium and large publishers with a hardware and software path to the future.

A system that ensures each publisher's investment against equipment obsolescence.

You've got to be stubborn to stick with a project that big.

You've got to be smart to make it work.

And you've got to have behind you the resources of a company like Eastman Kodak.

Today, Atex is delivering on that commitment to a total publishing system.

Atex Editorial, Classified, News Layout, Classified Pagination, and Integrated Advertising systems are working hard in newspapers, magazines, and

Offices: Bedford, Chicago, Dallas, New York, San Francisco, Tampa, Washington, D.C., Copenhagen, Düsseldorf, Frankfurt.

BUT SMART.

service bureaus around the world.

Meanwhile, in our R&D labs, we're working hard on the rest.

This is all part of an exciting new Atex concept called the Total Publishing Environment (TPE).

TPE is the total integration of the editorial, advertising and production functions.

It is the ability to create and manage all page elements . . . and to output full pages with all those elements in place.

With TPE, Atex is delivering the next generation of electronic publishing systems.

We'd like to tell you more. Just write us.

Sure, we're stubborn, but we're smart.

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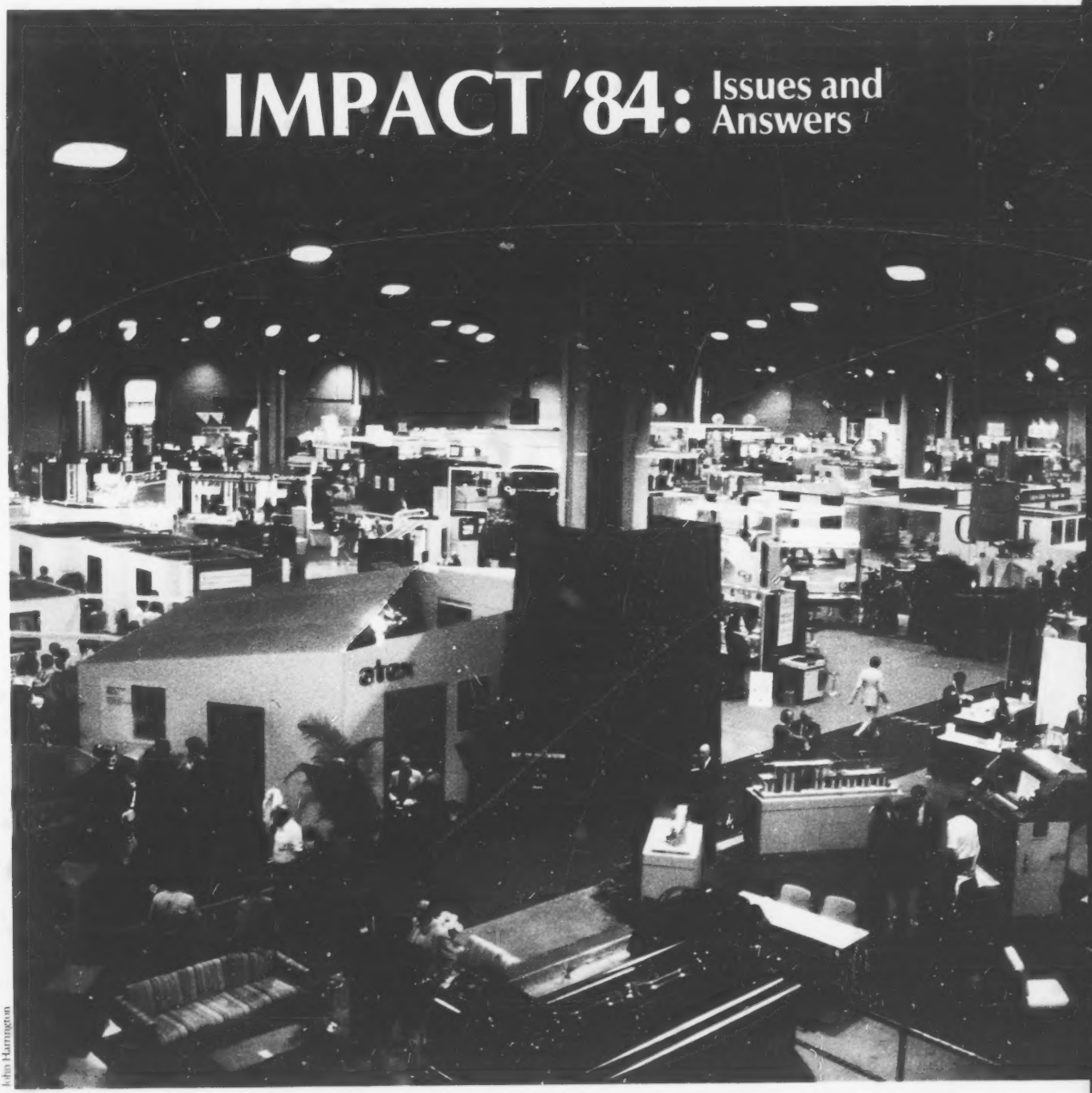
IMPACT '84: Issues and Answers



John Harrington

Candid Conference, expansive exhibits make Impact '84 a technical knockout

Impact '84—Issues and Answers" packed a wallop. From the no-punches-pulled presentations on postal issues to the heavyweight exhibits in the two wings of the Georgia World Congress Center in Atlanta, the 56th Annual ANPA Operations Management Conference & Exposition was a champion.

In terms of size, the show was a knockout. The amount of exhibit space was unprecedented for a display of newspaper equipment and supplies—about 240,000 net square feet, the equivalent of nine football fields. In 1980, the last time the ANPA show was held in Atlanta, the exhibits filled 195,000 square feet in the then single-hall center. This year all of the original building and two-thirds of the new wing were occupied by companies whose products help the newspaper business stay abreast of the latest in technology.

Although not a record setter in terms of attendance, the June 9-13 event attracted about 11,000 people to sunny and dry Atlanta, exceeding the 10,524 who attended last year's Conference & Exposition in Las Vegas.

Suppliers seemed pleased not only by the raw numbers but also by the representation of so many key newspaper departments among the attendees.

A preliminary study of the attendance figures showed that among the folks easing their way up and down the miles of aisles were the following newspaper people: 825 publishers, presidents and directors; 1,298 vice presidents, controllers, general managers, business managers and treasurers; 1,584 production managers, plant superintendents, data processing managers and technical directors; 1,628 foremen, supervisors, assistant production engineers, assistant managers, engineers; 682 managers of advertising, marketing, personnel or mailrooms; and 286 editors, reporters and librarians, and many others. There were also more than 600 visitors from outside North America in attendance.

The mood? It was expansive, as an ANPA survey earlier this year indicated it probably would be. That survey found that 460 U.S. and Canadian newspaper plants expect to spend a record $960 million this year on new equipment, plant expansion and modernization [presstime, May 1984, p. 84].

One speaker took note of the fact that Atlanta is headquarters for cable-TV magnate Ted Turner, who predicted at the 1981 ANPA Convention that newspapers would be out of business in 10 years.

"I would like to say today that I hope Ted lives to be an old, old man," said Charles E. Glover, president of Cox Enterprises, which publishes Atlanta's two daily newspapers, "but there is one thing I can assure you. When Ted does finally pass from this vale of tears, the Atlanta Journal and Constitution will print his obituary."

The speeches and symposiums that followed Glover's welcoming remarks affirmed that technology is helping to improve, not to replace, newspapers.

For persons looking for a unifying theme, Richard J.V. Johnson provided one in his first major address to an ANPA gathering since being elected the Association's new chairman and president in Montreal in early May. "During the past two years, the emphasis at this Management Conference & Exposition has been on quality," Johnson observed on the opening day. "Perhaps now is the time to add a new dimension to 'quality,' a dimension of 'effectiveness.'"

Johnson, president of the Houston Chronicle, defined "effectiveness" as "the sum total of doing all our jobs extremely well, so the maximum results accrue to customers and in turn to our newspapers."

Day 1 also held the Conference's most dramatic moments—a three-part presentation on the postal ratemaking case now being heard in Washington, D.C.—specifically, on the rates for third-class mail, which has become an increasingly popular means for advertisers to distribute their preprinted ad circulars.

It began with an explanation of the complex, third-class rate issue and newspapers' position on it by Otto Silha, chairman of the newspaper industry's Postal Task Force. It continued with Postmaster General William F. Bolger's defense of the Postal Service's stance in the case. And it closed with a presentation of his company's views by John A. Valentine, president of Advo-System Inc., the biggest third-class mailer in the country.

Unlike the other two days of the Conference, the entire first day's program was comprised of a General Session, devoted to the subject of "distribution."

The remaining two days were structured with early morning General Sessions on color and product quality (Day 2) and "efficiencies" (Day 3), followed by break-out symposiums on timely topics: color reproduction, environmental issues, telecommunications, press decisions, newsroom electronics and personal computers.

As informative as the Conference speakers were, as usual the stars of the show were found in the exhibit halls. Appropriately, the subjects discussed in the meeting rooms found metal and plastic incarnation in the technological extravaganza on the exhibit floor.

The two most vivid impressions from touring the vendors' displays were the pervasiveness of computers in newspaper operations and of color on today's—and tomorrow's—newspaper pages.

Next year the show moves to New Orleans before returning to Atlanta in 1986. Even while this year's event was going on, some 197 exhibitors contracted for 281,000 square feet of floor space in the two New Orleans' exhibition halls that have been rented to accommodate the steadily growing ANPA show. □

More than 200 vendors wow the publishers with 9 football fields worth of exhibits

BY PAUL KRUGLINSKI
presstime technical writer

The equipment exhibit at this year's Operations Management Conference & Exposition was a hardware mirror image of the Conference themes—quality color reproduction, distribution and mailroom issues, pagination and the proliferation of personal computers at newspapers.

The 223 companies exhibiting those and other wares occupied a record 240,000 square feet—the equivalent of nine football fields—in the Georgia World Congress Center, and in the process gave the world's largest newspaper trade show a different look from last year's edition in Las Vegas.

Notably absent this year were the numerous "live" runs of flexographic and offset newspaper presses. Present in abundance were pagination and electronic prepress demonstrations that were recapturing their dominance of past shows.

Also, distribution and mailroom exhibitors staged an impressive array of new equipment demonstrations, and the myriad personal computer applications validated the belief that microcomputers are now a fixture in newspapering.

Finally, even though not a drop of rain fell on sunny Atlanta during the show, a veritable rainbow hung over the Congress Center for the five days of the event. Color, color everywhere. Sensing the swing in the business toward greater use of color and higher quality of its reproduction, the vendors pulled out all the stops in displaying and demonstrating equipment to achieve that result. Even the exhibits themselves seemed to be more colorful this year.

Another trend detected—it was mentioned in remarks to the Wednesday General Session by George A. Alexander, associate editor of Seybold Publications Inc.—was the diminished presence of videotex and cabletext vendors on the exhibit floor compared with two years earlier.

John Alston, program manager for Atex Inc., theorized this was because newspaper people interested in such products attended Videotex '84 instead.

If those were the major themes of the Exposition, here are details of some of the new equipment, products or services demonstrated in Atlanta:

Electronic prepress.

No less than 50 electronic prepress vendors, 23 of which were pagination firms, introduced, displayed or demonstrated a variety of front-end and electronic page-makeup equipment. These included complete pagination systems, ad-makeup terminals, graphics workstations and personal computers as page-makeup devices. Many demonstrations were interactive displays using products marketed by different vendors, the result of original-equipment-manufacturer agreements.

Besides Westminster Software Inc., which demonstrated a pagination program on a personal computer that drove a Linotron 202 typesetter, the show had these exhibitors displaying new elements of pagination systems: Harris Corp., Liber Systems Inc., Nihon Information Center, Cybergraphic Systems Inc., Scitex Corp. and Xerox Special Information Systems.

Harris displayed for the first time its 8300 PLS page-layout system with four workstations. The firm used an ImagiTex 5158 scanner interactively with its system to compose full pages electronically with text and graphics. The pages were then typeset, without graphics, on a Harris 7700.

Liber had an interactive demonstration producing full pages using its TIPS pagination system with a Digital Equipment Corp. VAX 11/750 mainframe, a Monotype raster image processor and a Chemco NewsScan laser output device.

Nihon (NIC) had pagination demonstrations within the booths of two other companies, EOCOM Electronic Systems and ECRM Inc. Using the ECRM Autokon 8400 scanner, the firm showed its Personal Composer, an electronic page makeup system that uses MS-DOS-personal computers.

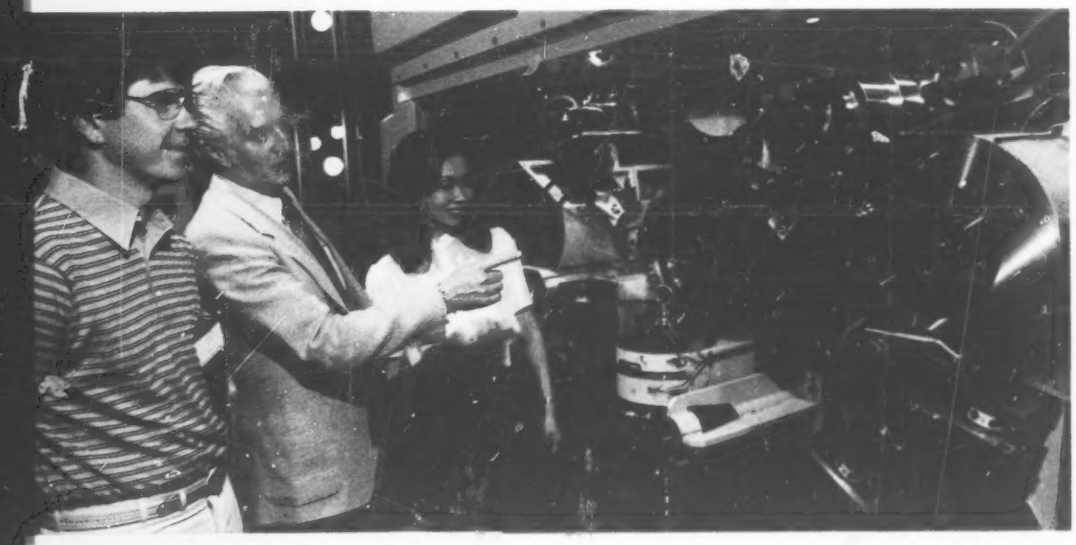
Cybergraphic, a two-month old pagination firm with Australian roots, demonstrated an interactive system using its front-end terminals, VAX computers and an ImagiTex scanner, and driving both a Lasercomp output device and a Linotron 202 typesetter. Components of the demonstration included CGS 100 data-entry accounting terminal, the Model 250 classified and editorial terminal, and the CGS 300 display-advertising makeup and graphics editing workstation.

Scitex showed three systems that allow color graphics to be electronically manipulated in a pagination environment. PreSponse is capable of color correcting, enhancing and altering tones of photographs scanned into the device. The Pixet workstation allows separate files of color graphics and photographs to be manipulated and merged together. The Visitager system, the most sophisticated of the three, was shown interactively with an ECRM Autokon 8400 and Hell scanner.

Xerox demonstrated its 1100 electronic page layout workstation, a component of the pagination system the firm is developing.

Among the regulars at the show, Autologic Inc. came with its new APS Micro 5 CRT typesetter which it said can set both graphics and text. The attention grabber at the booth was an interactive demonstration of broadsheet graphics and text output using an APS Microcomposer, an

At left: Carlson representative Virgil Snow (right) discusses his firm's automated plate bender with Exposition visitors.
Below: Kim Breese (left), vice president/operating services group for Dow Jones, checks out innards of the TKS offset press with James R. Price of Taft Equipment Sales Co. and his wife, Kyoko Price.



Alan Tepper

ECRM scanner, the new DEC VAXstation 100 graphics terminal, the new VAX 11/750 mainframe and a APS-5 100C typesetter.

Xenotron Inc. added its new ArtMaster graphics editing terminal to the PageMaster and AdMaster pagination terminals. Using its XTPS 7800 front end, the firm produced full pages on phototypesetting paper, film and plates using a Datrax 760 output device. The new VAX 700 series of computers drives the system. The firm also showed its new XP-12 laser proofer, which allows proofing of graphics produced on the ArtMaster.

Information International Inc. brought its new 4500 Display Ad Makeup Station into its pagination demonstration. The firm said the device "fills a hole" in its page-makeup system and interacts with both the system or typesetters. Triple I also demonstrated the VideoPrint 300 Laser Page Recorder, a broadsheet plain paper proofing device.

Crosfield Data Systems Inc. had an interactive pagination demonstration using a Hastech PagePro layout workstation, a Camex BitCaster and a Monotype raster image processor driving the firm's Datrax 760 and producing broadsheet pages on phototypesetting paper, film and offset plates.

Atex Inc., using the Camex Breeze graphics terminal and Camex SuperSetter, had an interactive demonstration that produced fully composed pages with graphics.

Compugraphic Corp. put its new Personal Composition System, featuring Apple Computer Co.'s Lisa personal computer and the 8400 typesetter, to work composing and producing both graphics and text.

EOCOM showed its new Laserite 200 laser scanner, which can be used either as a digitizer for a pagination system or an output device from a system. The firm also demonstrated the Laserite 5c, which can store up to 128 pages and rotate pages 180 degrees when plates are being produced.

Monotype Inc. demonstrated the new Lasercomp Mark III, the 70-pica version of the Lasercomp Mark II, running directly with a LogE processor and producing text and graphics.

Systems.

In the front-end area, C Text, a first timer at the show, demonstrated—on IBM PCs in a so-called Ethernet local area network—an editorial text-entry and editing system, a classified ad-taking and billing system, a library filing system and display-advertising makeup packages.

Concept Publishing Inc., another new vendor, demonstrated its editorial, classified and display advertising packages on Apple PCs, but the system did not drive typesetters.

Mycro-Tek demonstrated its 1100 Plus front-end system in a local area network. Components include the Touch Writer Plus with 3.5-inch microdisk drives and Touch Write terminals; both types of machines can double as classified advertising and editorial workstations. The system features the new Ad Touch desk-top display-advertising makeup terminal. The firm also introduced Composition Plus, a data processor that features format-driven modular page-makeup to drive typesetters.

Newspaper Electronics Corp. introduced its Amicus classified and editorial system featuring the AS-500 terminal. The firm claims the system has the fastest hyphenation and justification program of any system and is designed to be used with high-speed typesetters.

Atex demonstrated a new ergonomically designed text-entry and editing terminal that shows text in eight shades of gray. The terminal displays text in either black on white or white on black, and it allows operators to scroll copy slowly.

Penta Systems International Inc. introduced a new editorial terminal that is a component of its pagination system.

Mergenthaler Linotype Co. arrived with its new Typeview 300 preview terminal for use by news and classified display-advertising departments.

Terminal Systems Corp. showed two new terminals: the Newsroom Model 930 with an electronic mailbox that can automatically receive and send stories from remote sites, and the Newsroom Model 940 that captures wire-service copy.

Composition System Inc. demonstrated its new System 2000, a VAX-based editorial and classified system. The firm said the system, which has page-layout and assembly capabilities, will be the center of its entry into the pagination field.

Executive Productivity Systems Inc.

Scale model of CIP Inc.'s Dalhousie, New Brunswick, newsprint mill is explained by company official Kurt P. Brandt.

displayed its new NEC PC-8201A portable computer, a direct competitor to the Radio Shack TRS Model 100. The firm said the device has an ergonomically designed keyboard, easy cursor controls and added memory storage.

Applied Printing Technologies Inc. showed the Delta Data "Demon" microcomputer as a text-entry terminal and the "Little Demon," a 32-kilobyte portable computer that also competes with the Model 100.

Significant to Systems Integrators Inc.'s demonstration of its front end this year was the introduction of "soft key," a combined hard and software development. The new keyboard has eight undefined keys that correspond to eight "windows" on the status line of the screen whenever the operator calls up any of a variety of menus. The keys' operations are defined by the function of the corresponding screen window. The firm said the advantage of soft keys is that users no longer have to remember commands.

Compugraphic showed its remote diagnostic system, which automatically monitors systems and alerts system managers of front-end failures.

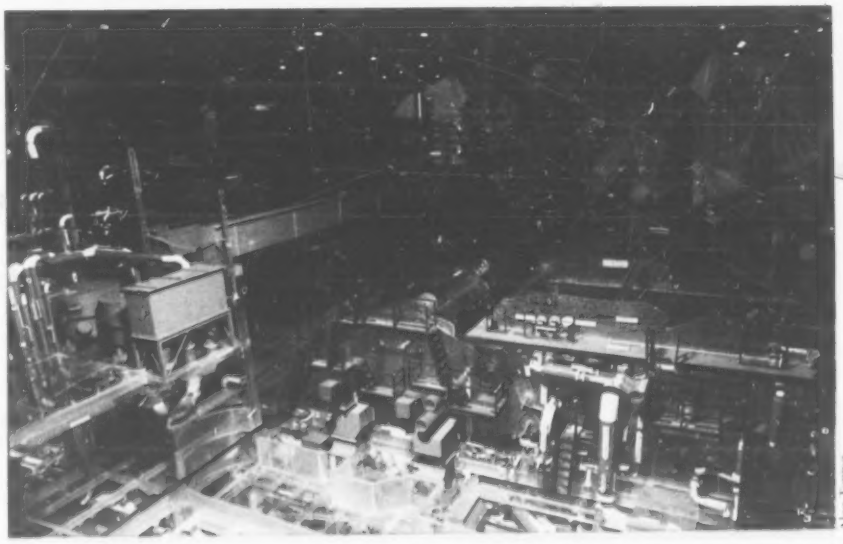
Pressroom.

Two somewhat opposing phenomena were evident in the pressroom exhibits: the absence of live runs of offset and flexographic newspaper presses, and the presence of operating commercial offset presses.

Again, the theme of quality color reproduction, particularly in the preprint area, threaded through the booths. As one vendor put it, those newspapers that do not now print their advertising inserts will be doing so in the not-too-distant future. Also, there were demonstrations of a variety of devices designed either to improve start-up or to reduce waste.

Solna Corp. ran one unit with a color halfdeck of its Solna Distributor F25B offset press. The press printed an eight-page tabloid product with spot color at 25,000 impressions per hour. The firm said the press can handle up to eight webs and is designed to compete with the popular Goss Community press.

The star of the exhibit of Rockwell International's Graphic Systems Division



Alan Tepper

(Goss) was the new C-150. The four stacked units with a dryer produced a process-color preprint-type product. The firm also had a one-unit, static display of the Goss C700 commercial offset press that can run at 70,000 impressions per hour.

Web Press Corp. introduced two four-color units of its Quadra-Color commercial offset press which printed an eight-page, process-color tabloid product at 20,000 impressions per hour. This press, too, is designed to print inserts.

Harris Graphics Corp. had a static display of its new NC 450 offset press, which the firm said can double as either a newspaper or a commercial press.

TF&E Inc. displayed its web tension controller that the firm said enables a pressman to take care of web tension at the folder.

Perretta Graphics Corp. showed an automated ink-fountain preset system that consisted of a digital scanner, EEPROM (electrically erasable programmable read-only memory) microprocessors, a control console and automated settings on the ink fountain. The system determines the density/non-density areas of an exposed offset plate and stores the digitized information on the EEPROM chips; they in turn feed the information into the control console, and it makes the ink settings on the fountains of the appropriate units.

Similarly, M.A.N.-Roland USA Inc. had a simulated demonstration of its Programmable Press Control; it controls ink settings on an ink-rail system, fountain settings in the dampening system, web tension and all unit and angle-bar compensation. The company also featured a static display of its flexographic unit that will be installed at The Miami Herald.

I&E Press Control Systems Inc., a first-timer to the show, introduced its computerized press reporting system that monitors press operations and newsprint and ink consumption. The firm said the system gives newspapers the ability to determine the origin of printed waste.

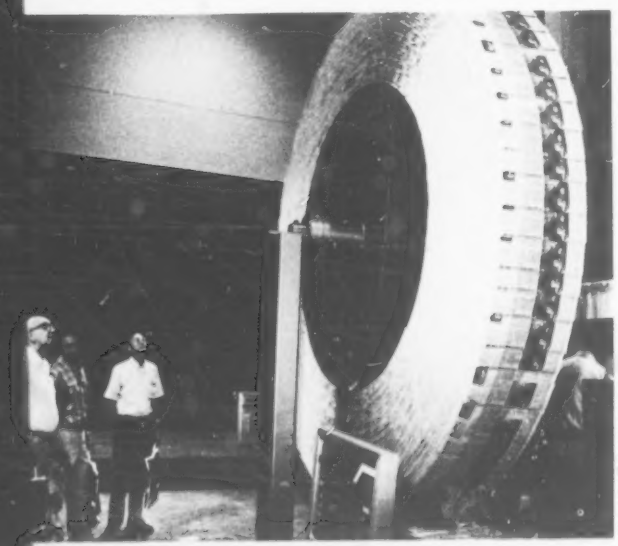
One attention-getter was IDAB Inc.'s trackless, automatic roll-delivery system. A computer-guided vehicle follows a wire planted beneath the floor in transporting newsprint rolls from point to point.

Distribution.

Mailroom equipment shared the show's spotlight with pagination and personal computers. While there are always product improvements to be featured, this year there were significant introductions of new equipment.

Part of Goss's press demonstration included the showing of its new GPS Conveyor System, a single-grip newspaper

Muller-Martini inserting-machine wheel dwarfts visitors to the exhibit hall.



Margaret Genovese

conveyor.

Ferag Inc. demonstrated its single-grip conveyor and inserting drum in on-line and off-line modes.

Quipp Inc., a new firm formed by two founders of IDAB, showed "Big Red"—a stacker/counter stacker—along with a flat-belt stream conveyor, a roller slat conveyor and a bottom wrap device.

PacePack International Inc. introduced its jogger/counter stacker using a two-unit Goss Urbanite on-line with a belt-stream conveyor, a power turn—a conveyer that allows bundles to make a 90-degree turn—and a Signode tying machine.

George R. Hall Inc. featured its new belt-stream conveyor, which the firm said can be retrofitted for existing Hall wire conveyors. The demonstration included a counter-stacker monitor, a bundle scale, a bottom wrap, a tying machine and a distribution belt conveyor.

Harris Graphics operated its NP-1472 inserting machine in tandem with its new RS-25 signature/counter stacker. The firm said the device is designed to stack preprints or magazines to be used for further processing or mailing.

Muller-Martini Corp. featured its Print Roll System, which it called an "on-line finishing system with buffering capabilities." Essentially, the device is a wheel that stores newspapers and preprints for later insertion. The device allows a press to operate at full speed, while the inserting operations can be performed at less than press speed. The firm also demonstrated its Model 321 TV Program Stitcher that folds, stitches and trims preprint products, and its Model 311 Rotary Trimmer that can trim preprints on three sides at 75,000 copies per hour.

McCain Manufacturing Corp. showed the McCain PB 2000, a device that can fold, saddle stitch and trim tabloid products into smaller supplements.

Signode Corp. drew interest with its SpiralGrip Packing System that automatically wraps palletized preprints in sheets of plastic. The firm also showed its Loop 1000 strapping machine that automatically ties single, rolled newspapers that are to be mailed.

Camera, composing and platemaking.

Monotype introduced its 70-pica Lasercomp Sprint typesetter that sets only text.

Mergenthaler showed the CRTronic 200 and 300 desk-top typesetters.

Xitron Inc. had its new XM-16 Multiplexer, a controller that allows up to 12 terminals to drive four typesetters simultaneously.

Chemco Photo Products Co. brought its Power Plater 7, an electro-photographic direct pasteup-to-plate imaging and processing system. The firm said the system can handle plates up to 26-by-36 inches.

Visual Graphics Corp. demonstrated its Daylighter 350 daylight-operating diffusion-transfer stat camera. The firm said the product is used for screening halftones and creating reverses and positives on photographic paper or film, and it produces broadsheet pages at the same size.

Du Pont Inc. took Cronaflow, a film and processing system, to Atlanta. The firm said the film contains its own developer and uses low-silver content with a black pigment to create 100-percent opaque and clear areas when processed. The processing system is essentially water-and fixer-based. Du Pont also introduced its Cromacheck color-proofing system that features peel-apart transparencies requiring no chemical processing.

LogEtronics Inc. displayed its new EXCEL 26 deep-tank rapid-access film processor. Both Triple-I and Cybergraphics used the device in their pagination demonstrations. LogE also demonstrated the LogEline 25 processor.

NAPP Systems (USA) Inc. showed its NP Automatic photopolymer plate exposure and processing system that can process and bend 150 plates per hour.

W.R. Grace & Co. demonstrated its News Image photopolymer platemaker that produces both letterpress and flexographic plates. The firm said the device can reproduce 85-line screened halftones and can process 120 plates per hour. Also demonsrated was the Multiline VP-1000 optical verification system for validating plate registration.

3M Newspaper Markets used its Deadliner Platemaking System to produce process-color plates that were run on a duplicate of the C-150 commercial offset press demonstrated at the Goss booth.

Graphic Enterprises Inc. demonstrated its PM 300 pasteup-to-plate system that allows for the production of offset plates without the use of film.

Royal Zenith Scanner Division produced process-color separations on its 4050 scanner. The film was processed through a Du Pont 24L processor using the new Du Pont Cromacheck proofing system.

Software.

Virtually every software vendor went to the show with improvements to their packages, but several were particularly noteworthy.

Atex's demonstration of news layout and classified pagination on its new Integrated Advertising System drew considerable interest, as did the demonstration of the Batelle Library System on an Atex front end.

Atex said its new IAS, which runs on its front-end system, "addresses both display advertising and classified order entry, providing centralized production control for tracking, reporting, billing and display/

retail text input."

Autologic demonstrated a new classified package that runs with its editorial software. The firm said newspapers can use their own formats, rates and publication tables with the program.

Penta demonstrated on its new editorial terminal basic file management and editing software, electronic mail and a spreadsheet program.

Publisher's Data Systems Inc. added an advertising/accounts receivable to its software line.

Stauffer Media Systems Inc. introduced its Newspaper Business System program that runs on the new Burroughs 95 minicomputer.

Western Computer Services also introduced an advertising/accounts receivable package. The firm said the program runs on Burroughs' B20 series of minicomputers, including the XE 520.

Whalen Computer demonstrated its Total Market Coverage and Circulation Control business software on IBM PCs.

Data Sciences Inc. used a Texas Instrument PC as a terminal to run DSI's business software.

Applied Printing demonstrated its new TMC circulation management system that runs on an IBM PC.

Collier-Jackson Inc. demonstrated its new fixed-assets accounting package.

Computek Inc. introduced its Total Market Circulation Package.

Management Analysis Co. Information Systems Division, a new vendor to the show, introduced a package, currently in use at the Los Angeles Times, that can track text, graphics and other library files.

Telecommunications.

Despite the fewer entries in the field, there were some interesting additions to the telecommunications lineup at the 1984 Exposition.

Digital Equipment showed its new videotex software products. VAX VTX is designed to operate a corporate videotex system, runs on any of DEC's VAX family of computers and uses a business' existing office-automation products, such as word processors, as terminals. PRO/Videotex is designed to operate a stand-alone public access videotex service and runs on a DEC Professional 350 personal computer. PRO/NAPLPS allows the Pro-350 to serve as a terminal for videotex services using the North American Protocol Level Presentation Syntax data transmission code.

At the Autologic booth, Volt Delta Resources, another division of parent company Volt Information Sciences Inc., showed Voltex, a service that will design and build databases for videotex systems.

Mycro-Tek introduced the Mycro Vision Max "product-life battery" that allows character generators to operate during power failures. The firm also demonstrated its new, low-cost line of Mycro Vision character generators.

Commex Ltd., a first-timer to the show, demonstrated its new Distributed Network Processor, currently in use at Dow Jones & Co. Inc., which allows systems that cannot capture data transmitted by satellite to do so.

WSI Corp., another newcomer to ANPA, showed its service that provides weather pictures and data for use in newspaper meteorological reports as well as television. The firm also markets the Autocam I system that can capture and reproduce on slide film the weather graphics and data.

AT&T was represented by two booths, one for AT&T Communications, the other for AT&T Information Systems, a separate AT&T subsidiary.

AT&T Communications featured its new high-speed data transmission services, SKYNET and ACCUNET. Both transmit digitized text and graphic information at 1.5 megabits a second, one via satellite, the other using terrestrial technologies.

AT&T Information Systems presented newspaper applications for several of its new products. It showed how newspaper distribution could be tracked using its 3B2 Model 300 computer and portable data entry terminals. It also demonstrated how its Automatic Voice Response System, a telephone answering device that has a 2,000-word vocabulary, can be used to record such things as newspaper stop-start information from subscribers.

BellSouth, one of the divested regional Bell operating companies, also had a demonstration of the PulseLink packet switching network developed by Southern Bell for Viewtron videotex service.

Miscellaneous exhibitors.

DEC took a unique route in the exhibition of its products. Its new VAX 11/750 mainframe was a component in many pagination demonstrations, and Autologic demonstrated the new VAXstation 100 graphics terminal. Within its display, DEC demonstrated a new office videotex system and DECtalk, a word-to-voice synthesizer, on its personal computers. The firm gave the rest of the booth to Freeman-Mayhew, a software vendor, to Data Times division of Datatek Corp., a library systems firm, and to NSSE Associates, a newspaper front-end producer. All demonstrated on DEC equipment.

Muirhead Inc. demonstrated its photo-editing Electronic Picture Desk, a system consisting of a control console, a DEC VT220 terminal and a high-resolution television monitor. The firm said the system is used to select, crop, enhance, size and rewrite captions on photographs received as negatives, reflective prints or wire photos.

Canon USA Inc., a new vendor, showed its NP-2436 plain-paper copier that reproduces at the same size two broadsheet newspaper pages simultaneously.

Titus Communications, another newcomer, showed what it called Speech Recognition in a Keyboard using an IBM PC. Essentially, the exhibit demonstrated the practicality of using voice commands interactively with a computer to perform such rudimentary functions as moving the cursor.

The Associated Press demonstrated its Laserphoto receiver that now can handle transmissions of photographs from international points. It also showed its small satellite dishes of 24, 30 and 48 inches in diameter.

Awards.

In Editor & Publisher magazine's annual judging for the best exhibits, Ferag won first prize in the large-island-booth category, CIP won the small-island-booth category, while Intomed Corp. won in the non-island division.

In Eastman Kodak Co.'s annual "Run for the Money" newspaper color reproduction contest, the St. Petersburg (Fla.) Times and Evening Independent won the first-place award.

Johnson sets tone by noting milestones in technology's evolution over last two decades

Session Day June 11

- A call for effectiveness
- Postal confrontation
- Retailer sounds off
- Inserting preprints

Using the newspaper business' recent emphasis on quality as a starting point, ANPA Chairman and President Richard J.V. Johnson opened the Conference with a call for a "new dimension" to the effort—effectiveness.

"Effectiveness," said the president of the Houston Chronicle, "is more than efficiency. [It] is really the sum total of doing all our jobs extremely well, so that the maximum results accrue to customers and in turn to our newspapers."

The forum was appropriate for Johnson's message that "technology has been a major factor in the revitalization of the newspaper business in the past decade." For two floors below the auditorium in which the ANPA leader spoke was "the most advanced and comprehensive newspaper equipment exhibition ever held under one roof," he noted. The exhibit space alone was 15-percent greater than any other in the 56-year history of the show.

With attendance of about 11,000, this year's Conference & Exposition was in marked contrast to the first such show that attracted 83 publishing executives to Harrisburg, Pa., in 1927. (The show was not held in 1943.)

The growth of the show is indicative of the type of progress that has keyed more changes in printing and production technology in the past 20 years than were made in the previous 400, Johnson said. He noted several of the milestones:

- Computers have significantly reduced costs in pre-press operations while page-processing time has been reduced—enabling newspapers "to publish more special sections with fresher news and improved graphics"
- Electronic pagination now is a fact for many newspapers and, "in a few short years," will be a reality for most
- The simplified press, based on the ANPAPRESS[SM] concept, has resulted in better technology and more effectiveness
- Lower energy costs have accrued from the efforts of many papers to move beyond conservation programs to actually generating power in their own plants
- Quality reproduction strides are being made in all newspaper printing
- The combining of all ANPA functions under one roof at The Newspaper Center in Reston, Va., will provide even more effectiveness in serving newspapers in the future.

Johnson also praised the newspaper business' response to the July 1 launch of the expanded Standard Advertising Unit system, labeling it "a major step forward in our effort to make newspapers a more efficient advertising medium." Newspapers representing 93 percent of U.S. daily circulation have adopted the system, he said.

"Never before in the history of newspapers has there been such a positive response to a proposal," Johnson told the audience.

The ANPA leader also explained the Association's "final step" in reorganizing its technical and research efforts. The key is the replacement of the former multi-committee structure by the establishment of one Technical Committee with task force groups functioning under it. The change was effective with the close of the Conference.

One of his first charges to the new Technical Committee, Johnson said, was to "follow up on the SAU[SM] success and work with the advertising community, manufacturers and newspapers to establish quality standards for reproduction. The objective will be to assure advertisers that their black-and-white or color advertisement will be printed uniformly just as they want it in every newspaper across the country." □

Speeches from the Conference & Exposition are available from ANPA. See list, p. 63.

Margaret Genovese

Conference Arrangements Committee Chairman Kenneth C. Bronson (left) confers with Johnson (right) and conference director Peter P. Romano of ANPA.

ANPA's Silha, Advo's Valentine, Postmaster General Bolger all get their say

He said he felt "like Gary Hart attending a Mondale family reunion."

But that didn't stop Advo-System Inc. President John A. Valentine from carrying out his mission at the crowded General Session on "Distribution": to charge that newspaper efforts to raise third-class postage rates are not "in order to protect a free press," but rather "to protect your monopoly."

Others on the panel included Otto A. Silha of Cowles Media Co., chairman of the newspaper business's Joint Postal Task Force, who gave an update on "where we stand now on unfair shared mail," and Postmaster General William F. Bolger, who denied that the Postal Service is engaging in "predatory pricing" of third-class mail to the detriment of newspapers and others.

Valentine, in a bold presentation before his competitors, said Advo's shared-mail program—called "Marriage Mail," for which a trademark application is pending—has succeeded in many markets not because postal rates are unfair. There is "one simple reason: We have filled a market need. And whether or not you are successful in pricing us out of existence through higher postage rates," he said, "that need will remain. And ultimately there will be someone else to fill it."

Valentine said that from an advertising standpoint, "newspapers suffer from deficiencies that a victory before the Postal Rate Commission simply won't overcome. A single paper can't provide the kind of market penetration and coverage a retailer needs. In multi-paper markets, you can't generate the kind of unduplicated reach he can afford. And nowhere can you offer the flexibility and pinpoint targeting he wants. We can."

The head of the country's largest direct-mail firm acknowledged that when Advo "first came on the scene, you responded in the best tradition of a free marketplace: You lowered rates—with some success, I might add." Then newspapers offered preprint mailing services for their many non-subscribing households. "Even though you sold this service at rates below those we could offer, this too failed to eliminate us. We survived and prospered.

"Now," Valentine continued, "you appear to be trying to accomplish in the hearing rooms what you have been unable to accomplish in the marketplace. But in my opinion, your proposals are so clearly self-serving that they are bound to be self-defeating."

He noted that the Postal Service has recommended a 24-percent increase for a 4-ounce piece of carrier-route-sorted, bulk third-class mail, an increase that "most reasonable people would agree . . . is pretty substantial. Suppose, for instance, that the cost of your newsprint were to suddenly rise by 24 percent."

ANPA proposed an even larger increase—more than 120 percent. "That's the kind of proposal that could give the robber barons a good name," Valentine said.

He also scolded the newspaper business for its position against the use of detached labels for shared mail. He said the labels "travel neither separately nor free, but are counted as part of every third-class package's total weight. And, in any case, they are quite costly to mailers."

Valentine seemed almost amused at many newspaper articles and editorials he said he has seen that call direct-mail advertising "junk mail." Ad circulars "that you call junk are identical to those carried as newspaper inserts. Is it by osmosis that

The message was clear: Improve your marketing

The theme of the General Session was "Distribution," and after its 10 speakers had finished, there was little doubt about the call to action for newspapers. Newspaper executives were told they must be more flexible in marketing—that they must provide advertisers with total or target coverage at a competitive price.

As one example, Richard Trea, market media manager for J.C. Penney Co., said his company has been seeking since 1976 to get newspaper circulation by ZIP code and so far fewer than 75 papers have provided such audited figures.

The special session, which attracted a crowd of about 2,000 to the auditorium of the Georgia World Congress Center, also heard about the ongoing battle against third-class mail rates. Three speakers offered different perspectives on the issue—that of the newspaper industry, the rival direct-mail industry and the U.S. Postal Service that seeks to serve both.

No one pulled punches; battle lines were clearly drawn. Candor was the order of the day, witness this warning from Postmaster General William F. Bolger to the nation's newspaper publishers: The direct mail industry is "at the top of its game. And if newspapers do not rise to its challenge . . . then indeed the third-class mailers *will* eat your lunch.

Throughout the morning-long session, however, the rostrum remained a gentlemanly setting. The program was even punctuated with occasional humor, such as the concluding line of John A. Valentine, president of the direct-mail firm Advo-System Inc.: "Now, if the armed guards would please come to the podium and escort me from the room. . . . I have finished my speech."

The session also featured some "answers" to the distribution challenge. And in a discussion about strategic packaging and pricing, the preprint predicament was really brought home when Jerome S. Tilis, senior vice president of the Philadelphia Inquirer and Daily News, said newspapers must be careful to ensure that the growth of preprint volume does not leave the paper with a dearth of run-of-paper advertising, and hence a "skeleton" around which news columns are built.

Other "answers" touched on how to combat marriage mail.

Capping the event was a look at how an Iowa newspaper uses machines to insert advertising circulars into the newspaper, and how a daily in next-door Illinois maintains a more traditional inserting operation. It uses people.

John A. Valentine

Otto A. Silha

William F. Bolger

newsprint turns junk into jewels?"

Valentine went on to criticize ANPA's portrayal of Advo as a "big business receiving special treatment." He said Advo's total revenues of $190 million last year, "were we in the newspaper business, would barely have gotten us into the top 50" newspaper companies.

He also said there is "no industry whose political influence has yielded a surfeit of legislated advantages that can be compared with those won by newspapers. In effect, you have been successful in enlisting the government to protect your monopoly."

As examples, he listed the 1970 Newspaper Preservation Act, exemptions under federal child labor laws enabling newspapers to employ children "in jobs that would be classified as 'oppressive' for other industries," exemptions from minimum wage and overtime requirements, exemptions from paying Social Security taxes for those selling newspapers, and others "which help to subsidize newspaper profits at public expense. . . ."

At the Whalen Computer booth, (from left) Eileen Sunderland demonstrates software for Vernell Speyer, circulation manager of the Clarion-Herald in New Orleans, and consultant Patricia Lepley.

[Following Valentine's address, ANPA Vice President/General Counsel W. Terry Maguire disagreed with that portrayal, saying government "has recognized for two centuries that a free country—which encourages entrepreneurs like Mr. Valentine—can remain free only if the press can reach the largest number of people at the lowest possible cost."]

Despite his critical observations, Valentine said he believes, "as you do and as did our founding fathers, in the abiding need for freedom of the press. I am also convinced, however, that a free press cannot survive if free enterprise is sacrificed in the process."

The structure of the General Session did not allow any on-the-spot response to Valentine's remarks, although Silha of the Joint Postal Task Force—which Advo previously has termed the "Anti-Advo Task Force"—had opened the session with an explanation of the newspaper industry's position with respect to third-class postal rates.

Silha observed that it is "typical of the newspaper business to give equal time today to our friendly opponents in the current postal rate case. That's the way we run our business.

"That's the integrity and fair play our readers have come to expect in our news columns and our customers have come to expect in the way we conduct our business," he added.

Silha said newspapers have, in fact, responded to advertisers' emerging needs. "We are using marriage mail, mid-week shoppers, run-of-paper double trucks, ZIP-coded coupon distribution and myriad other options to learn along with our customers what works best.

"We are targeting specific markets, perfecting on-line inserters, selling zoned delivery, saturating communities and exploring the technological advances to better meet customers' needs," Silha said, adding that newspapers believe their service is, "on balance, the best on the block."

"At the same time," he continued, "we are working for a fair and equitable marketplace. One way to do that is to persuade the postal establishment that it is in the overall public interest to take down the loss-leader—the third-class-rate—sign."

About 2,000 people crowded into the Georgia World Congress Center auditorium for the distribution session.

Alan Tepper

The newspaper executive said the public "is already persuaded" by ANPA's way of thinking on the postal-rate issue. Unsolicited mail from members of the public to the rate commission "is running overwhelmingly against raising first-class rates," he observed. "Rather, writers are urging the commission to raise the price of bulk business mail more."

Silha quoted a letter from the widow of a former postmaster who said she knows "firsthand the huge load of third- and fourth-class mail, mostly junk mail, now being handled by the post office at a nominal cost. If these firms use the mail, let them pay for the service they get."

Summarizing the newspaper-business position, Silha said:

- "We want a strong, stable U.S. Postal System."
- "We want strong, financially stable private postal companies."
- "We want Advo and other mailers as strong competitors for our business."
- "We don't want any special advantage."
- "We want each class and category of mail to pay its own way, as the law says it should."
- "We don't want first-class to subsidize third-class."
- "We want fair postal rates, which we expect to pay along with everyone else . . . and we're expecting the current rate-setting procedure to produce those results."
- "We don't want a tax-free government agency indulging in predatory pricing."

Postmaster General Bolger took sharp exception to the latter point.

"What I do deny—categorically—is that the Postal Service is somehow engaged in predatory pricing of third-class mail or that we cross-subsidize third-class mail at the expense of first-class mail. That simply is not the case. Indeed, the entire notion is based on a faulty understanding of how postal rates are set."

Bolger said that the "popular impression seems to be that a cabal of Postal Service executives sets postal rates unilaterally, that we spend our time personally riggering the rate structure so as to lure advertisers away from newspapers."

In fact, he pointed out, rates are set after a hearing process involving the independent rate commission, all according to law established in 1970 when the Postal Service became a quasi-government corporation.

"Are we powerful?" Bolger asked rhetorically. "Undeniably. Are we powerful enough to impose unfair rates on other litigants? No way."

In reporting Postal Service volume growth and other successes, Bolger defended third-class rates. Like those of all other classes of mail, third-class rates reflect "the full cost of handling and delivery" as law requires in addition to a "markup" required beyond the actual cost, he maintained.

Currently, according to the postmaster general, third-class bulk mail has a markup of 28 percent above cost, while the second-class markup is 20 percent. In the pending rate case, USPS proposes a third-class markup of 54 percent and a second-class markup of 33 percent. "The markup for third-class mail is nearly two-thirds higher than the markup for second-class," Bolger noted.

Third-class also would absorb the highest percentage increase in overall rates under the USPS proposal, he said.

Bolger chided the notion that newspapers' revenue base is being "plundered" because of third-class rates.

According to the Newspaper Advertising Bureau, he said, newspaper insert volume has increased every year since 1970. Gains in the last several years have been "especially dramatic." Newspaper ad revenue last year grew more than any other advertising medium, he noted.

"This boom is most obviously reflected in bigger and bigger Sunday newspapers. In fact," he chuckled, "if newspapers get any bigger, you publishers risk being sued for causing an epidemic of hernias in newsboys."

Bolger said the newspaper business is not going to eliminate "so-called threats" from direct mail by way of the rate-setting process. "To the contrary. The rivalry between newspapers and mail advertisers will be played out in a very different arena—the arena of the competitive marketplace. And that's exactly as it ought to be."

He also picked up on a remark made by NAB President Craig C. Standen during the recent ANPA Convention in Montreal: that "the mailers are out to eat our lunch." Bolger said the direct-mail industry "is at the top of its game. And if newspapers do not rise to its challenge, if you do not offer equally attractive and innovative advertising services, then indeed the third-class mailers *will* eat your lunch." □

Publishers urged to study ROP versus direct mail

Throwing out a practical challenge to newspapers, B. Stuart Tolley, vice president and director of research at the Newspaper Advertising Bureau, said papers should take the risk of finding out the relative impact of ROP versus direct-mail ads on actual sales.

Admitting the project could be "scary," Tolley said the industry would benefit in the long run, "even if it turns out ROP is worse and direct mail is best in terms of sales." It is better for newspapers to understand their competition, so they can do something about it, than lose the opportunity to find out what advertisers really want, he maintained.

What makes such research difficult, Tolley said, is the fact that advertising can be distributed in many ways and that products may require different kinds of advertising. Consequently, there has to be an experiment, not just a questionnaire, he said.

From the advertisers' point of view, it is not enough to know that newspapers are read more frequently than direct mail, or that many people consider direct mail to be "junk." Each advertiser wants to know only which ads deliver sales on specific products in particular areas, Tolley told the "Distribution" General Session.

NAB currently is working with the Atlanta Journal and Constitution on a feasibility study for an experiment to pin down answers to such questions. After the methodology is tested in Atlanta, the bureau wants to share it with other papers.

What is termed a Latin Square Field Experiment is working this way in Atlanta, the researcher explained: The city is divided into six zones with relatively similar demographics. Six advertisers agree to have their products promoted in six different ways—ROP, direct mail, newspaper inserts, ROP plus total market coverage, newspaper inserts plus TMC, and a control group with no advertising at all. The six advertisers also agree to keep track of purchasers whose home addresses will reveal the types of advertising to which they were exposed during the test period.

For the experiment to work, each zone has to receive all six media vehicles, a different one for every advertiser. Each advertiser is tested separately, which means the experiment is run six times.

To accomplish this, the Atlanta dailies devised a complex system of printing comparable ads as well as delivering separately printed copies to the proper zones during each week of the experiment.

Such an experiment, Tolley admitted, requires enormous effort and cooperation, but its potential for increasing advertising revenue makes the Atlanta prototype well worth newspapers' attention.

What one major retailer wants

A representative of a major national retail chain called upon newspapers to do a better job of meeting his company's marketing needs.

"We need circulation by ZIP code that's listed to show both home delivery and street sales," said Richard A. Trea, market media manager for J.C. Penney Co. "We've asked for this since 1976, and so far, less than 75 papers have provided us with audited circulation by ZIP codes."

In his speech, "A Major Retailer's Wants and Needs," Trea listed three other "needs":

- "Greater flexibility in preprint zoning." If newspapers offered smaller zones, a retailer could choose among them to tailor preprint distribution, he said.
- "Good media research." An example of the kind of "meaningful" research needed, he said, is a comparison between a newspaper's subscriber list and a retailer's list of credit customers.
- "Media representatives who are salesmen-plus." The best media representatives, he said, are those who are interested in a retailer's concerns and success.

Currently, Penney is spending a billion dollars to reposition itself as a fashion merchandizer, Trea noted.

Trea pointed out that Penney has reversed the emphasis of its print advertising. In 1981, two-thirds was in ROP; today, two-thirds is in preprints. "They work harder for us than ROP," he said.

Text of Trea's speech is reprinted on pages 18 and 19.

A look at mechanics of distribution

Methods of inserting advertising preprints and of listing subscribers and non-subscribers were described during the last part of the General Session.

Joe Hladky III, president and publisher of The Gazette Co. in Cedar Rapids, Iowa, briefed Conference-goers on state-of-the-art equipment that allows a newspaper to stuff inserts into the newspaper as it comes off the press.

Three companies offer machinery that provides on-line inserting, he said: Harris Graphics, Muller-Martini and Ferag. All were displayed on the floor of the Georgia World Congress Center.

In addition, Hladky reported, Goss soon will announce development of a prototype of its own on-line inserter.

But he also expressed a cautionary note. Although such equipment "will ease our task of delivering advertisers' messages," he said, "it is only one part of a very involved system" of meeting advertisers' increasingly complex needs.

Moreover, before deciding to purchase and install an on-line inserter, a newspaper must evaluate its entire distribution system and decide whether the equipment will meet future needs and if it will require plant expansion, skilled technicians and redundancy.

Among the newspapers that have decided to continue to stuff inserts by hand is The Daily Journal of Kankakee, Ill. Vice President/Operations Robert L. Moyer outlined the reasons: limited space, availability of people to do the inserting, press schedules calling for inserting rates of more than 20,000 copies per hour, and a need to work on several different publications—The Daily Journal is also a commercial printer—simultaneously.

Moyer said the high rate of unemployment around Kankakee also is a factor in the Journal's decision not to automate.

In another presentation, Lindsey Wultf, director of Information Systems and Telecomputing for Lee Enterprises Inc., reviewed ways to build and to update subscriber/non-subscriber data bases. Taking that step enables a newspaper to pinpoint its market for circulation promotions, to blanket or to target speciality products and advertising preprints, and to deliver a total- or target-market-coverage publication, he noted.

New rate packages, modern marketing can dull the effect of direct mail

John Greer of The Oak Ridger in Oak Ridge, Tenn., peers into an inserter at the Kansa exhibit.

The General Session included plenty of warnings that newspapers need to compete more effectively with direct mail. But it also featured representatives of two newspapers who offered their own solutions to the task at hand.

One advised publishers to "repackage" their newspapers to make them more attractive to advertisers. The other touted "synergistic marketing," in which a newspaper expands its services to include higher-coverage and cheaper ad-delivery options.

Jerome S. Tilis, senior vice president of Philadelphia Newspapers Inc., said newspapers "can and should" improve their preprint distribution and overall graphics.

But in the "immediate term," he said, an option newspapers must investigate is "repackaging"—that is, offering new, attractive rate packages as incentives to advertisers to use newspapers more extensively. One approach being pursued by the Philadelphia Inquirer and Daily News is to offer advertisers a discount for repeating the same copy.

Advertisers would be well-advised to repeat copy, Tilis suggested, because "most markets are thin." He said that in any given week, out of 1,000 women, only 40 will shop for shoes; 28 for slacks, jeans, and shorts; and 21 for a dress. Only eight out of 1,000 men will shop for a suit, jacket, or coat in a given week; and only 39 of every 1,000 adults will shop for home furnishings.

"Given the thin market, the means to reach it is through consistent advertising in newspapers," he said. "And what better way to encourage frequency among our advertisers than to offer them attractive opportunities to repeat copy."

Of 40 newspapers surveyed by Philadelphia Newspapers' research department, 24 offered some form of repeat copy discount, he reported. The discount averaged 28 percent and ranged from 3 percent to 52 percent.

Tilis was followed by Richard J. Kaspar, vice president and general manager of the Columbus (Ga.) Ledger and Enquirer, who talked about his newspapers' "synergistic" approach to marketing. Kaspar said this involves expanding the ad-distribution method and even adding new distribution vehicles.

"The idea in synergistic marketing is to combine the two dimensions (the delivery method and the medium) in the optimum way to satisfy diverse advertiser needs," he said.

The Ledger and Enquirer's expansion was spurred in part by loss of Sears advertising. "In looking at the Sears loss, we took the broad view and examined our product lines. They were top-heavy and essentially one-dimensional. Our prices were high, and the few options we offered our advertisers were mostly geographical in nature and large in size," Kaspar explained.

Among other things, the company developed a direct-mail service for single preprints and a marriage-mail program using a jacket named "Good Neighbors." The company also came up with a preprint delivery program using employee carriers.

In January, "Good Neighbors" was supplanted by a new edition of the Enquirer. It is mailed second-class to some subscribers and to all non-subscribers of the Saturday and Sunday combined editions of the Ledger and Equirer.

Kaspar said the second-class saturation program offers "great savings, even though second-class mail doesn't become a better option (in terms of cost) than third-class for us until our mail package exceeds 2.5 ounces."

The bottom line for the company is that "we can offer an advertiser virtually whatever vehicle and distribution combinations he wants, at a good price," Kaspar said.

He presented a checklist of questions for newspaper publishers to ponder. Among them:

- "Is my company truly in touch with the decision makers in our largest accounts?"
- "Do we know where our largest advertisers' dollars are spent?"
- "Excepting legal constraints, do we use price as a mechanism to motivate our advertisers to do what we want them to do?"
- "Are we in violation of the spirit or letter of antitrust laws by pricing in a predatory fashion or otherwise constraining the marketplace?"
- "Do we know which direct mailers operate in our market and their frequency, rates and database quality? How do our rates and quality compare?"
- "Do we really know postal rules and regulations? Do we communicate regularly and openly with the post office?" □

A look at color by an advertiser, publisher, editor and production chief

Session Day June 12

- Emphasis on color
- USA Today's know-how
- Environmental issues
- Practical telecommunications

The General Session on "Color and Product Quality" was told to "be sure you have color capabilities or you'll be left out. . . . Make sure you have continuity of color reproduction . . . and sell it to us."

That message was delivered by George M. Rogers, senior vice president of the advertising agency D'Arcy MacManus Masius in Bloomfield Hills, Mich.

Stressing the need for advertisers to have a practical measurement of the impact of individual color ads, Rogers told newspaper executives to "skip the surveys" and "stick to the cash register," selling their "success stories" to agencies.

The Conference session went a lot further than merely calling for top color quality in newspapers. It tried to tell the publishers and production experts present how to get it.

Appropriately, the most specific approach was outlined by an executive of the Gannett Co., whose USA Today is widely credited with igniting the recent passion for newspaper color.

With the help of an elaborately detailed slide show, Charles R. Blevins, Gannett's vice president/production, led the audience through a step-by-step process on how Gannett created and is maintaining the color quality program at USA Today [presstime, Oct. 1983, p. 38].

Blevins' presentation, representing the production and operations perspective on color quality, was accompanied by similar ones giving the publisher's, editor's and ad director's views on the subject.

Setting the stage for the session was a 10-minute film on the essence of color shown by Harold Lifvendahl, publisher and chief executive officer of The Orlando Sentinel, who followed the film with the publisher's perspective on color quality.

The key, Lifvendahl said and many other speakers echoed, is to begin with a commitment to improving quality.

"Our operations division actually set up a two-person department whose sole responsibility is to monitor and improve the quality of our printing," he said. "They review copies of everything we print . . . and if the page is not up to par, they track down the problem and solve it."

The Sentinel has weekly quality assurance meetings with representatives from editorial, newsphoto, production and advertising departments; uses quantifiable measurement tools to judge the density, clarity and vividness of its color; establishes measurable standards; and develops training programs to give employees the skills to meet those standards.

"So how do we get better color? We ask for it! We demand it," Lifvendahl said. "Make color and quality an objective. Get your publisher behind the idea. The rest, if you stick to it, will follow."

The news department's view of the color boom was provided by David Lawrence Jr., vice president and executive editor of the Detroit Free Press: "The message from the newsroom about color can be told in just three words—quality, newsiness, commitment."

Lawrence noted that a recent study by researcher Ruth Clark for the American Society of Newspaper Editors indicated that 53 percent of newspaper readers do not want their papers to carry color more often. Clark's study "suggests this is linked to the quality of the color readers are getting," he said.

"Just when many newspapers seem poised to spend thousands of semi-cost-justified dollars on sophisticated equipment to help us reproduce color better, these survey results remind us that our insistence on quality cannot be left up to machines.

"What is our standard of color quality in newspapers? The message seems to be that our readers are obviously telling us that it is not high enough. I agree with them," said Lawrence, whose presentation included slides of color-packed pages from more than two dozen newspapers. Some of the color was of dubious quality, even though the pages had been submitted by the newspapers as examples of their best efforts in color reproduction.

Moving to his second point, the Detroit editor said he "can think of only one issue more important to the future of newspaper color than quality. That is newsiness—the content—because by far the most important message in Ruth Clark's new survey is that today's readers want more hard news [presstime, May 1984, p. 52]. That means running fewer of those

George M. Rogers

David Lawrence Jr.

Charles R. Blevins

soft, pretty-to-look-at-but-don't-really-tell-a-story photographs" and running more informational graphics, in color, that "contribute significantly to telling all sorts of stories."

Such graphics are produced only if a newspaper has a commitment to color, which was Lawrence's third point. "Commitment means time, money, talent—those resources you devote to something you want to do well," he said, adding that color should be available to the newsroom every day, "not just when it is convenient for production or paid for by an ad on the back of the section."

From an advertising director's perspective, color is "good business," good for the advertiser and good for the newspaper, the session was then told.

In the past five years, revenues from color advertising at The Atlanta Journal and The Atlanta Constitution have increased 61 percent, according to the newspapers' advertising director, Dennis Berry. "We are now selling over $1 million a year more color than in 1979," he said.

Berry, who quoted several local merchants on the advantages of their color advertising, said the Atlanta papers believe the keys to building color advertising accounts are effective sales presentations and top-quality color reproduction.

A "very simple, yet effective" way the Atlanta Newspapers' sales staff demonstrates color's appeal is to first present a layout of an advertiser's ad in black-and-white, then overlay it with color, he explained. "The result is usually immediate and positive. The advertiser wants color."

Berry listed several things necessary for good reproduction of color advertising, beginning with "professional design and preparation of the copy and art." Also needed, he said, are adherence to deadlines, good quality control measures in the pressroom and the latest technology to produce high-quality color separations.

In his presentation on the production perspective, Gannett's Blevins stressed that today's newspapers exist in a world where quality and color are taken for granted.

"The driving force for our industry throughout history has been the belief that we would succeed and be competitive because we were needed," Blevins said—"needed because we provided a commodity—news—in a digestible form at a fair price.

"That world is gone."

He pointed out that the demand for quality was not just a newspaper pheno-

Color reproduction requires cooperation

The panelists were properly attired for the symposium on "Color-A Systems Approach." At the direction of Chairman Norman P. Dusseault, operations manager of Times Publishing Co. in St. Petersburg, they wore identical, gaudy neckties showing the full spectrum of color.

But once the laughter died down, the panelists got down to business, with a color technician and a managing editor discussing the wheres and hows of reproducing editorial color photography, and two production executives describing how to print quality process color.

Michael F. Foley and William Howard, managing editor and color lab specialist, respectively, of the St. Petersburg Times, gave a joint presentation on how that paper's editorial and production personnel cooperate to achieve superior reproduction of editorial process color.

Or as Foley told the Conference's best-attended symposium: "We'd like to try to show you a bold departure from what I understand to be the situation at many newspapers: communications between the editorial side and the production side, especially regarding the use of process color."

The essence of their presentation was that to achieve high quality there must be communications at every step as a photograph moves from the editorial department through the production process.

Among the examples cited by the two were:

- In planning for a special tabloid insert on the last Super Bowl, the St. Petersburg staff got vertical playoff shots of Oakland Raider Marcus Allen and Washington Redskin John Riggins. Then, prior to the game, the pictures ran with the two running backs facing each other. "It told the story," said Foley, "and it was in color."
- When a tanker struck and tore off a section of the Sunshine Skyway over Tampa Bay, the newspapers used several color pictures—most memorable, an aerial shot of the ship with parts of the span lying across its deck, and a view of a car that had stopped just 14 inches away from the end of the severed bridge.
- For a food section photograph, the duo showed how proper lighting and setting of a bread basket paid off.
- For a shot that captured the tone of one Memorial Day celebration, a black-and-white photo of two saluting veterans in hospital gowns was selected over a color shot of a marching color guard. At times, Foley said, it is a mistake to run color "just because it was assigned and you have it." □

Showing the colors are: Dusseault; Walter D. George of The Press Democrat in Santa Rosa, Calif.; Howard; Foley; and Michael Bella of The Times Journal Co. in Springfield, Va.

JULY 1984

presstime

The Journal of the American Newspaper Publishers Association

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**subject index
covering
six editions
from January
through
June 1984**

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ANPA

A clown made famous by Kodak's color-reproduction contest checks a digitized representation of herself on the Pixet prepress console with Scitex's Don Potter.

mena ("Detroit learned a brutal lesson from the Japanese."), and newspapers are now confronted by an assortment of competitive, quality media.

"It is unrealistic to expect our audience, fed a steady diet of color by other media and surrounded by a dazzling array of communications devices, to accept the dull, dreary newspaper of the '70s as being relevant to their lives," he said. "Rather than ignoring our competition, we have attempted to learn from it. Adapting the things that they do well and adding some twists of our own to create a totally new identity and a new reality."

Besides setting up stringent standards for retraining personnel, transmitting pages and operating the 25 presses that print the paper, Blevins said USA Today took a new approach toward coordinating management of production.

"One of the key positions that we created as a result of both our research and training efforts was that of production coordinator," he said. "We intentionally staffed that position with young RIT (Rochester Institute of Technology) graduates in the belief that they would be entering our business with few if any preconceived ideas about what could not be accomplished."

He asserted that, "Although journalistic arguments continue, there can be little doubt that the production of this color-laden, national daily newspaper is a success."

Also speaking from the production viewpoint was Stan Richmond, vice president/systems and engineering at Harte-Hanks Communications, who maintained that the production department's principal concern with color is a need to define what is quality reproduction.

"Experience indicates this is the first point at which people encounter problems with establishing a quality control program," he said. "This problem occurs because experience has taught us to confuse price, prestige and luxury with quality. While these concepts are related to levels of quality, they are not synonymous with quality."

Margaret Genovese

Richmond defined quality as "the consistent adherence to a set of measurable standards" and discussed the various concepts involved in his definition.

Inspection and evaluation of materials, such as newsprint and ink, and processes that produce the newspaper product are more important than evaluating the final product, Richmond believes.

"You don't inspect quality into goods, you build it in," he said. "The point here is that evaluation of a product has little significance unless it leads to an improvement in the process that made the product or the material from which it is made.

"Quantifying quality through monitoring of materials and processes in an organized, analytical manner results in products that more closely meet the expectation of customers and readers," he concluded. "Observations also indicate that programs of this nature seldom bubble up from the ranks. They are most often initiated by top management." □

Conference sidelights

Southern accent?

Appropriately enough, Atlanta's Hartsfield International Airport—gateway to ANPA's hi-tech conference—features a computer-generated voice on a computer-driven people mover linking the deplaned passenger to the main terminal.

"This vehicle is leaving the station. Please hold on," the "voice" intoned. "Please move to the center of the vehicle and away from the doors." And at each station the "person" repeated, "Please hold on. We are approaching the next stop. . . ."

Uncle Sam exhibits

For the first time, a U.S. government agency, the Bureau of the Census, had a booth at an ANPA Exposition.

The booth was part of an effort beginning with the 1980 Census to make the public and particular industries more aware of the services provided by the bureau, which is part of the U.S. Department of Commerce.

"We've always done a good job of collecting the data," said Paul McAllister, an information specialist with the bureau's Atlanta office, "but we haven't done such a good job of making (the data) available."

Last-minute paste-up

Distribution of a Windmoeller & Hoelscher circular, designed to look like USA Today, caught the eye of executives of that newspaper's owner, Gannett Co. The circular promoted printing on flexographic presses—USA Today is printed on offset presses—and Gannett officials prevailed on the press manufacturer to cover the blue-and-white "W & H Today" logo with an opaque label stating: "This process and this product are not endorsed by USA Today or Gannett Co. Inc. W & H Corp. does not produce USA Today."

The eight-page simulation included the familiar, full-color USA Today weather map, although W&H's showed the location of flexo units.

Radio systems, teleconferencing, telemarketing explored

An assortment of telecommunications tools and processes was laid out before attendees at the symposium on "Telecommunications—Internal Operations."

Mobile radio systems, phone rooms employing batteries of telephone solicitors, and various teleconferencing technologies were touted as ways for newspapers to improve delivery, make sales or save money.

Shirley A. Conover

Specialized Mobile Radio systems came in for praise from the circulation services director of the Philadelphia Inquirer and Daily News.

SMR pools several channels and uses a computer to find an open one, explained John Friedman. SMR also affords privacy and is capable of connecting to the telephone system, he said.

The Philadelphia newspapers began using a conventional mobile radio system in the circulation department to help fulfill their promise of "guaranteed home delivery." When a subscriber calls to complain about a missed newspaper, a carrier is dispatched by radio with the paper.

The system works well, Friedman said, but it cannot be expanded because no additional channels are available. "Were we to start from scratch, we would probably install an SMR system," he said.

A new radiotelephone technology that has an even greater capacity than SMR is cellular communications. Although Friedman said the current cost of cellular rules out its use by his circulation department, he said it might have some newsroom applications in special situations [presstime, May 1984, p. 14]. Cellular's primary newspaper use, he added, will probably be to keep top editors and executives constantly accessible.

Where mobile radios can be used by newspaper employees to communicate within relatively short distances, "teleconferencing" should be considered by newspapers as a money saving alternative to long-distance business trips, phone calls or typewritten memos, another symposium speaker suggested.

Of the various teleconferencing options, probably the least well-known, but possibly the most valuable, said Charlton R. Price, is "computer conferencing." It involves using a central computer to store text or graphic information from remote locations.

Unlike video or audio teleconferencing, computer-based teleconferencing does not require participants to be at a certain place at a certain time. They can insert and extract information at their convenience, said Price, senior consultant with Lawrence-Leiter and Co., a management consulting firm in Kansas City, Mo.

For communicating sales messages, telephones can be potent tools, as illustrated by another symposium speaker.

In the past 10 years, the Quad-City Times, a 65,014-circulation daily in Davenport, Iowa, has gone from relying primarily on customers contacting the newspaper to request subscriptions to an aggressive telephone subscription sales program, according to General Manager Robert A. Fusie. Today, Fusie said, the newspaper's phone room generates 60 percent of its circulation starts.

Phone room employees make 175,000 calls a year that result in 12,500 sales.

Although sequential dialing—calling every number in an exchange—is used for the bulk of the calls, Fusie said the most successful sales technique has been to use contests to generate leads.

Tips on how to get more productivity out of the telemarketing department were dispensed by Shirley A. Conover, vice president/director of communication services for the Chicago Tribune Co.

Conover said she has found that the most valuable information for managers to know about their phone room operations consists of the following: the time it takes for a call to be answered by an employee, the amount of time employees spend talking to customers, the time employees take between phone calls, and the daily pattern of call volume.

Managers of telecommunications departments should be well aware of changes taking place because of the breakup of the Bell System. That was the message of James J. Sobscak, incoming president of the International Communications Association.

Assessing the impact of the AT&T divestiture on telecommunications users, Sobscak said service quality has been most severely affected—specifically, the time it takes to get telecommunications equipment hooked up. Sobscak, vice president/telecommunications of the Bank of America, said his company is taking into account service delays in its planning.

Despite some short-term negative effects, Sobscak said he believes that in the long-term divestiture will turn out to be beneficial for telecommunications users. "It should drive down costs, it should force competitors to give us more reliable, more responsive and a greater array of services." [See story, p. 44.] □

Slide shows were a part of several of the symposiums.

From booze to VDTs, workplace safety gets increasing concern

In the only symposium addressing the human side of production, panelists observed that many so-called "environmental issues" confronting newspapers are really "people issues," which often can be resolved by changing individuals' perceptions and behavior rather than by implementing new technology.

After playing such a large role in expanding public awareness of environmental hazards throughout society, newspapers must now respond to questions about the safety of their own work environments, said Dr. Howard R. Brown, medical director of The New York Times Co.

Dr. Harold R. Brown

Dr. Wayne O. Buck

The "Environmental Issues" symposium dealt with three major challenges now facing newspapers: creation of an overall employee health plan based on the increasing awareness of *preventive* health care; dealing with employee fears about the alleged dangers of video display terminals; and the development of an adequate policy on managing hazardous wastes.

"Pay now or pay later," was the theme of a comprehensive review of health-care strategies by another newspaper physician, Dr. Wayne O. Buck.

Presenting statistics on the impact of drugs, alcohol and cigarettes on the workplace, Buck, medical director of the Los Angeles Times, noted that "illness and accidents caused by self-destructive lifestyles account for more than half the money spent on health care," and "more than 50 percent of all serious injuries at the workplace are related to some type of chemical abuse."

Buck called smoking "the single greatest preventable health risk to your employees," with smokers' health-care costs averaging 25-percent higher than those of non-smokers, and he advocated smoking-cessation programs such as the one at the Los Angeles Times. They can result in savings of $21 for every $1 spent, he said.

Employee-assistance programs for drug and alcohol abusers can result in dramatic decreases in the costs of hospitalization and loss of productivity, according to Buck, and supervisors should become more sophisticated in identifying symptoms of abuse and encouraging employees to enroll in the programs [presstime, June 1984, p. 8].

He also stressed the need for "wellness" programs, such as health fairs, physical-fitness programs, cardio-pulmonary resuscitation training, nutrition and diet advice, blood-pressure monitoring, stress management and cancer detection. As an example, he noted that back problems, which now account for 70 percent of all workers' compensation payments, can be dramatically reduced by educational and exercise programs.

On VDT safety, ANPA Counsel Claudia James reported on the status of proposed state legislation and demands of newspaper employees in that field.

A subject of collective bargaining since the early 1970s, provisions covering VDT safety are now part of more than 60 labor contracts for news organizations. And in this decade, at least 13 states have considered some form of VDT health and safety regulation. Although no restrictive bills have been passed to date, three states—Maine, Connecticut and Rhode Island—have enacted study legislation, and New York and California appear to be seriously considering VDT bills, James said.

Newspaper employees' fears that VDTs emit harmful radiation "have been aroused through the transmittal of inaccurate information." Although the matter has become an "emotional issue," VDTs actually emit less radiation than ordinary television sets, James said.

"Given the lack of any credible evidence that VDT work contributes to pregnancy or birth problems, it is unnecessary at this point to provide alternative work for pregnant women," she said.

James said studies by the National Institute for Occupational Safety and Health disproved allegations that VDTs cause cataracts and eye disease. The attorney discounted two frequently cited studies attributing eyestrain to VDT use, saying they were based on anecdotal evidence.

Both pregnancy and eye issues are frequently mentioned in state and employee efforts to regulate VDTs.

James said proposals to regulate workplace VDT standards (including such variables as office lighting levels, furniture comfort and legibility of characters on the screen) fail to take into account the unique nature of each workstation.

"The natural forces of the workplace will penalize a manufacturer selling ergonomically inferior VDTs and furniture, and reward the manufacturer who produces a quality product," she said.

Disposal of hazardous wastes also has its human angle, the most important being "the difficulty most newspapers have in staying abreast of the rapidly changing environmental regulations," said Richard W. Neergaard, ANPA assistant environmental coordinator. Most newspapers, he said, do not regularly employ chemists or experts on environmental issues.

As an example of what could befall newspapers currently unaware of a policy development, Neergaard explained that under the "joint and several liability" clause in Environmental Protection Agency regulations, a newspaper conceivably could be stuck with the entire fine or cleanup bill of what EPA considers a hazardous waste site if other users cannot be identified or are no longer in business. Five hundred such sites have already been identified as part of the "Superfund" national priority list, which EPA plans to expand to 5,000 in the next few years, Neergaard said.

Newspapers must make a "commitment" to establish a waste-management program, Neergard said, to specify proper disposal methods, prepare the newspaper plant for EPA inspections, ensure compliance with all federal and state regulations, and find ways of reducing the quantities of hazardous waste generated. □

How one newspaperman found his way through the maze of exhibits

Frederick G. Povey III entered the exhibit halls as soon as they opened on Saturday, June 9. A first-timer at ANPA's annual trade show, he took the better part of that first day to check out all the booths in cursory fashion. Seeking to organize the balance of his time, he made notes on the displays he wished to visit more extensively.

One of a dozen representatives from the Lexington (Ky.) Herald-Leader, but the only one from the editorial side, Povey was trying to find out how the technology on display could directly enhance the operation of his newsroom.

Because Atex installed a new front-end system there less than a year ago, the Herald-Leader (morning, circulation 109,114) is not currently in the market for major new computer equipment.

But the 32-year-old assistant to the managing editor, who as a University of Kentucky student, joined the Lexington daily in 1971 when hot type was still in use, said he was looking ahead to the day when the paper will plunge into pagination and full-fledged computer graphics.

Povey is a member of the Newsroom Technology Task Force of the Herald-Leader's parent company, Knight-Ridder Newspapers, which met in Atlanta in conjunction with the ANPA Conference & Exposition.

Besides attending such meetings and viewing the equipment, he went to Atlanta with the prospect of putting together names and faces with familiar telephone voices—particularly those from Knight-Ridder's VU/TEXT Information Services. Povey did just that at dinner on the eve of the Exposition's opening.

He also found, among the crowds on the Exposition floor, previously unmet telephone acquaintances from TV Data, with whom he discussed the transmission of cable and broadcast television program listings to his paper.

"It's so much more than a buying conference," said Povey, who has worked on developing the Herald-Leader's computer technology since 1976.

The Great Wall, a Chinese restaurant in one of Atlanta's slickest new hotels, provided the setting for the Knight-Ridder task force's dinner meeting that concluded the first official day of the show.

Povey compared notes with colleagues on what he had seen on the floor and made plans to attend private demonstrations arranged for the group over the next two days.

At 10 a.m. the following morning, one hour before the halls officially opened, Povey watched Compugraphic's private demonstration of a typesetter linked to an Apple Lisa personal computer to produce camera-ready graphics. Knight-Ridder's people were not alone in the hall. With many vendors literally jamming potential customers into hourly demonstrations during regular exhibit hours, other groups also had early-bird appointments.

Frederick G. Povey III

Continuing his general tour of the floor for the next few hours, Povey met the rest of the Herald-Leader delegation at the crowded Atex booth at 5 p.m., when the production manager, composing room supervisor, computer services director, electronics technician, software support manager and other technical personnel witnessed a presentation of the Atex Total Publishing Environment system, which includes pagination and computerized graphics capabilities.

"Up until a few years ago, this would have been a 'courtesy call' to see a few 'add-ons'," he said. "But now they're saying, 'We're going to take you from a basic front-end system to full-blown production—cradle-to-grave, key-stroke-to-printed page."

Skeptical of putting all of his paper's equipment needs in the hands of one vendor, Povey left the booth as disco music extolled the virtues of "TPE."

Povey skipped Knight-Ridder's 10 o'clock appointment the next morning for a demonstration of XyWrite, a word-processing package written for IBM and IBM-compatible PCs, and headed for two pagination demonstrations—at Autologic and Camex—set for 11 a.m. and noon.

When he left those booths, with more than two days of window shopping behind him, Povey observed that one of the most significant aspects of the show was the chance to see several different approaches to pagination. He is committed to obtaining a "user-friendly" system, but his tour left him concerned that "some of the people developing these things and some of the people that are the first users of the systems are much more technically oriented than the average journalist."

At the same time, Povey was encouraged that vendors were receptive to feedback. "Several of them stressed (to us), 'This is an R & D project, not a fully developed system, and if we're doing something you don't like, please tell us now before we get too deep into it. . . .' The newspaper industry needs to be telling the vendors how we want pagination to work, rather than having the vendors tell us," said Povey. "There's going to be a lot of changes made after what the vendors heard people say at the exhibits."

From 2 until 3 p.m., about 40 members of the Atex Newspaper Users Group met on the third floor of the Georgia World Congress Center, two levels above the exhibit floor, to catch up on developments since last fall's meeting of nearly 300 Atex users in Grand Rapids, Mich.

Before Knight-Ridder's 5 p.m. appointment to see the Associated Press' new offerings, Povey spent some more time on his own at the Exposition, this time looking at the image-enhancement equipment developed by Liber Systems. Fascinated by the increased ability to improve photographs, Povey was also impressed with the potential the equipment offered to "do things we already do—but a lot closer to deadline."

At the show's closing hour of 6 p.m., the exhausted Lexington newspaperman walked out into the warm, late-afternoon sunshine, and by 9 the next morning he was on a plane for home.

"This show is not over today," Povey said as he left. "I'm sure eventually we will buy something based on what we saw here."

—*Marcia Ruth*

Suddenly crowded lineup of press options may get another player: flexography

Session Day June 13

- Press decisions
- Pagination's promise
- The PC boom
- Telephone questions

Flexographic printing of newspapers is still the great unknown, but definitive answers may be forthcoming in the next year and a half, according to experts at a General Session on "Efficiencies" and an ensuing symposium on "Press Decisions."

Flexography was only one of many press options discussed at the sessions, but it clearly was the one currently causing the most interest. Indeed, the heavy testing of newspaper flexography is causing at least two large newspaper companies represented to delay press purchases as they await those promised test results.

In the General Session, Ralph Roth of Knight-Ridder Newspapers Inc. contrasted the multiple press options available to publishers today with the situation just 20 years ago.

Since that time, when letterpress presses were in almost every newspaper plant, an assortment of different printing processes have been introduced in the industry: offset, conversion of letterpress presses to offset, DiLitho®, keyless inking with an anilox roller developed by ANPA engineers in the ANPAPRESS™, and, of course, flexography.

Roth, who is vice president/production for the Miami-based company, devoted most of his time to the latter, which he described as "a letterpress process—printing from a raised surface against a hard impression cylinder—using an anilox roller for ink supply."

The Providence Journal and Bulletin were among the first U.S. newspapers to test flexographic press units, supplied by Kidder-Stacy and Windmoeller & Hoelscher [presstime, Dec. 1983, p. 46]. The Providence dailies "hope to be ordering complete flexographic newspaper presses within just a few days," Roth reported.

However, "despite the excellent progress in Providence, we place [flexographic printing in newspapers] in the experimental stage," Roth added. He cited other tests or planned tests of flexography at the Atlanta Journal and Constitution, the New York Daily News, the Fort Lauderdale (Fla.) News and Sun Sentinel, The Washington Post, the Long Beach (Calif.) Press-Telegram and The Miami Herald.

"With all this attention to flexographic printing," he said, "we will learn a great deal in the next 18 months. There's still a great deal to learn."

Thus far, Roth said, the following have been identified as advantages of flexography: reduced newsprint waste, virtual elimination of ink rub-off and other benefits derived from the use of water-based inks, sharp reproduction, reduced show-through, plates that are cheaper than standard letterpress plastic plates, lighter and therefore less expensive presses, and reduced power consumption.

As a disadvantage, Roth cited the fact that plastic flexographic plates are more expensive than the aluminum plates used in offset printing. In addition, he listed several "unknowns" that "may end up in the 'disadvantages' column:

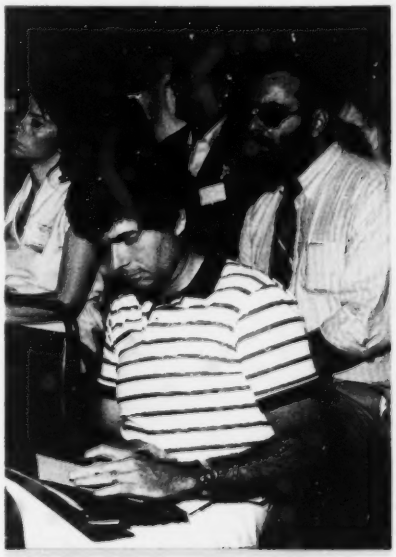
- "Can 'flexo' produce good, four-color newspaper printing on a consistent basis?"
- "Can ink suppliers produce ink that will dry quickly enough to prevent smearing, yet not so quickly that it dries on plates and anilox rollers?"
- "Will flexo presses prove sufficiently rugged and durable for the demanding newspaper environment?"
- "Will plate suppliers solve plate problems? Current plastic plates tend to swell and deteriorate on longer runs."
- "Will the quality of good flexographic newspaper printing be close enough to offset quality to make it an acceptable alternative?"

If research into newspaper flexography "turns some of the 'unknowns' to 'advantages,'" Knight-Ridder in the next 18 to 24 months expects to start up a full flexographic newspaper press. "If that proves a positive experience," Roth added, the company "could be moving toward regular use of flexographic printing within a three- to four-year time frame. We'd like not to have to provide white gloves to wear while reading our newspapers."

He concluded, "There could be an exciting new press option from which to choose, and the time may be sooner than most of you think." Meanwhile, Roth said, his company will "delay press decisions where possible."

In the well-attended symposium that followed, representatives of The Washington Post and the Atlanta Journal and Constitution provided details of their work in the flexography field.

Tom Might, the Post's vice president/production, echoed Roth in suggesting that the answers to lingering



Alan Lepper

There was a vast amount of information to digest.

questions about newspaper flexography will come in 1985. He also said that like Knight-Ridder, the Post has put "all replacement press decisions . . . on hold until the truth is known about flexo."

"The number of newspaper test sites will expand to 10" within the next year, he reported, "and two sites will be running full presses—not single webs—for the first time.

According to Might, the test at The Washington Post should be "the closest approximation to your everyday newspaper production," involving as it will full-color printing. The newspaper last year contracted with Goss and with Paper Converting Machinery Co., a commercial flexo press supplier, to convert an entire eight-unit press with three decks to direct flexography. "The Post will provide the manpower and the materials to run the press on live production and test runs, beginning this October, until it succeeds or fails. We have optimistically written the agreement for six months. It will probably take much longer," Might said.

He noted an advantage in testing a converted press, instead of a new one: Direct comparisons may be made with the pre-conversion press in terms of operating costs and efficiency. And if flexo works—if the purchase of new offset presses can be avoided—"the Post alone stands to save over $50 million in capital cost," he said.

"We aim to make it tough as nails for flexo quality at the Post to equal or exceed our offset color quality or letterpress black-and-white quality. That sounds strange for a newspaper making such a large investment to test flexo. But we want answers, not pipe dreams. If it doesn't work, or if it doesn't succeed by our standards, so be it," said Might. He described the Post as "not an advocate for flexo" but "an enthusiastic inquisitor."

Ralph Roth

As the Post continues preparation for its experiment, the Atlanta Journal and Constitution have ended theirs. Flexo Coordinator James Missroon told the symposium that the end of the full-color project, which came just after the Conference & Exposition, "is not the end of our interest in flexo. We still hope to see flexo develop into a cost-effective, clean alternative for printing high-quality, process-color newspapers."

Unlike Knight-Ridder and The Washington Post, the Atlanta Newspapers recently announced they will purchase 20 TKS offset press units for a remote printing plant in suburban Atlanta. "The offset decision," Missroon said, "was brought on last fall by urgent expansion needs before the flexo project could really get started."

He said that since then, the Atlanta test has indicated that color flexographic printing "would probably prove feasible now in a smaller, less demanding operation. However, there is more work to be done before flexo prints against deadlines in a large operation. We do not believe the process is consistent enough on long runs at high speed."

The Atlanta papers tested two flexographic units and a half deck manufactured by Kidder Stacy. Problems encountered included plate swelling, printing quality that deteriorated on long runs, extreme sensitivity of the soft blanket used in flexographic printing, impression instability, and ink drying on the plate.

Just before terminating the experiment, management of the Atlanta papers distributed an evaluation form to the pressmen who had worked closest to the project and "had tolerated all the nuisances associated with experimentation" as Missroon put it.

Asked "When will flexo be ready for our pressroom?," 12 of 13 said "in a few years."

"When will flexo be ready for a smaller operation with slower speeds and short runs?" Nine answered "now," and the others said "in a few years."

In other presentations:

• Updating a report to last year's Conference & Exposition in Las Vegas [presstime, July 1983, p. 15], Production Director George E. Botsko reported that the pioneering anilox-inking system installed at the Burlington County Times in Willingboro, N.J., in 1982 "still works—it works very well."

• Jonathan Markey, director of production for USA Today, said that in retrospect, it was probably a mistake to convert a six-unit Hoe Colormatic letterpress press to the offset process to accommodate printing of Gannett's national daily newspaper in Southern California. The conversion at The Sun of San Bernardino, Calif., which took place two years ago, has not yielded print quality in the range of that achieved at most other printing sites for USA Today, Markey said. However, he said the conversion, handled by Publishers Equipment Corp., "could be okay" for "more traditional papers."

• Another conversion of Hoe Colormatic units in California was described as "alive and well." Charles J. Morrow, director of production, said 48 Hoe units at the Los Angeles Times' Orange County plant were converted to offset via the Smith LOC system in 1980-81.

• Although both Roth and Might derided DiLitho printing, Kenneth W. Adams, vice president and production director of the Milwaukee Journal and Sentinel, explained how technicians there developed a mix of ink, water and fountain solution for "a unique direct lithography printing system [that] is providing readers and advertisers with a very colorful, quality project" [presstime, Jan. 1984, p. 21]. □

Cassettes available

Cassette tape recordings of Conference and Exposition sessions are available from Audio Cassette Tape/Transcription Service.

Tapes cost $16 per general session or symposium, with the first day's longer general session costing $24. A complete set of conference tapes is available in an album for $144.

Postage is $1 for the first tape and 50 cents for each additional one, with a maximum shipping charge of $5. There is an added charge of $3 for billing through MasterCard, VISA or American Express.

To obtain an order blank contact ACTS Inc., 1025 E. Clayton Rd., Suite 12, Ballwin, Mo. 63011. □

Pagination's promise tempered by warnings about potential pitfalls

Technology's effects on newsroom operations were explored in the General Session on "Efficiencies" and in a subsequent symposium.

Production Director Charles J.P. Gallagher described the most advanced newspaper pagination system in North America. It is located at The Observer-Dispatch in Utica, N.Y., where pages have been laid out electronically and sent directly from the central computer to the platemaker—without an intermediate stop at the camera room—since January 1983 [presstime, Feb. 1983, p. 49]. The process yields considerable cost savings.

"You ANPA members . . . should not be debating whether or not to paginate but how and how soon you can," Gallagher said.

He added, "The continued existence in newspapering, yours and ours, is dependent upon reduced expenses, increased efficiencies and much better product quality," all of which are benefits to be derived from pagination. Thanks to the CPU-to-page system, he said, The Observer-Dispatch has developed a "new production workflow which involves fewer people, fewer supplies, less walking to and from places, faster customer service and fewer places for something to go wrong."

The Gannett-owned daily bought its pagination system from the first newspaper vendor in that field, Hastech Inc. The platemaker is by EOCOM Electronic Systems. "Our equipment does not require a printer's knowledge, skill or wage to produce better-than-before quality newspapers," Gallagher said. He stressed that a pagination system should not be composing room-oriented but should be geared to creative use by news and advertising departments.

Gallagher closed with a dramatic slide presentation showing how The Observer-Dispatch's obsolete composing room was converted into offices for him, his secretary and the circulation department, and a conference room.

In the "Newsroom" symposium that followed, two speakers drew attention to potential pitfalls of pagination, and others discussed the successful use of newspaper library systems and "electronic darkrooms."

Committed to pagination but concerned that it be properly implemented, Eric Wolferman, executive editor of The Reporter in Lansdale, Pa., offered "Ten Steps to Successful Pagination," based on his experience with The Saratogian in Saratoga Springs, N.Y.

Charles J. P. Gallagher

Rodgers Adams

Robert J. Farquhar

Making a pitch for editors to be fully involved in pagination long before a paper goes "live," Wolferman observed that "too many editors believe computer systems are the exclusive domain of the production department," and "too many production managers believe editors are too dumb to understand the intricacies of the system. The result," he said, "is a system managed by production personnel who are unfamiliar with the daily struggles of desk editors, and unsympathetic editors who expect miracles from technicians."

In addition to involving editorial people in the early planning stages, he recommended appointing a pagination "guru" to create formats, write a comprehensive manual tailored to the individual paper, and prepare the staff technically and psychologically.

Once pagination is under way, newspapers should "never look back," Wolferman said. That is, editors should not be allowed to use pagination one day and paper dummies the next. Continuing to use dummies as "training wheels can lead to the false impression that editors are better off dummying pages on paper and giving them to clerks to paginate," he said.

By following these steps at The Saratogian, editors "gained workable proficiency in pagination within four weeks," Wolferman reported.

The other pagination panelist had a more negative message for the audience. Whatever pagination system is selected, "I predict you'll be sorry you bought the system you did," declared Rodgers Adams, assistant to the executive editor of the Minneapolis Star and Tribune.

Instead of buying "production tools to be run by production people," as they did in the early 1970s, newspapers are now buying "production tools to be run by creative people—ad takers and journalists and ad designers," he said. "That's a big difference, a watershed, a sea-change in what you look for in a tool."

There needs to be a recognition that "the way editors work on pages in newsrooms—especially big-city newsrooms—is radically different from the way typographers work on pages in the composing room," said Adams. Instead, without asking the right questions, "we find people excited about electronic Velox machines, when what they really need is a sketching tool, a graph-plotting tool, a photo selection and manipulation tool."

Libraries, darkroom. Other electronic wonders that are finding their way into the newspaper operation also came under scrutiny at the symposium.

"What used to be only a dream—a fully integrated electronic newspaper library system"—is entering a new stage of expansion at Knight-Ridder Newspapers Inc., said Peter T. Leach, director of operations for that company's VU/TEXT Information Services:

- Through the Associated Press' Da-

tastream service, VU/TEXT will become the library system for the major wires.

• Newspapers using VU/TEXT will lower their telecommunications costs when VU/TEXT begins to use the AP's new SATPAC service for communication by satellite. (See story, p. 56.)

• The Tribune Co. of Chicago will use VU/TEXT for its eight daily newspapers, and the Tribune Syndicate will market the VU/TEXT library and subscriber service to newspapers nationwide.

More than 600 subscribers now have access to the 15 databases, including those of nine newspapers. VU/TEXT is expected to have more than 1,000 subscribers by the end of the year, said Leach.

Another library system, DataTimes, has been in operation for just 31 months at The Daily Oklahoman in Oklahoma City.

This system will be affordable for all newspapers because it is designed so they can market their databases to private clients, said Robert J. Farquhar, director of new systems at the paper.

The Daily Oklahoman now has 70 subscribers to its database, more than half signed on since March 1. It hopes to double subscriptions, adding $150,000 to the paper's annual income.

Richard G. Atkins, director of communications for the Associated Press, described AP technological developments benefiting the newsroom. One was the new Computer News Graphics system, allowing dailies to use AP's database of graphics or create an in-house database augmented by AP materials.

"It allows you to use sophisticated graphics on news stories and still meet deadlines," Atkins said. "Sophisticated graphics are in great demand by newspapers these days" partly because of the influence of USA Today, he added.

Another graphics aid is AP's electronic darkroom—now called the EPS, or electronic picture system—which allows the wire service to crop, adjust contrast and make other photograph enhancements electronically. Atkins said AP will introduce its third generation of EPS at this summer's Olympic games in Los Angeles and later will install EPS systems in Europe and possibly Washington, Chicago and Los Angeles.

Be your own phone company to hold down costs

Newton provides a lively end to the final General Session.

Harry Newton, president of Telecom Library in New York City, provided a rousing finale for the closing General Session.

Newton grabbed the microphone from the lectern and raced to and fro across the stage like Elmer Gantry, preaching a new telecommunications gospel peppered with a healthy dose of contemporary humor.

Newton's message was simple: "You have to become your own telephone company!"

On average this year, he noted, standard telephone bills have increased 25 to 30 percent, and basic telephone costs are expected to soar at least 50 percent higher in the next two years. The way to deal with this problem is to scour the newly competitive telephone marketplace for bargains in equipment and service, Newton said.

He suggested that newspapers, as major users of telephone services, put their own telecommunications experts on staff to do just that. In addition to monitoring the rapidly changing marketplace, they should take on the chores of installing equipment and handling maintenance.

"Hire computer professionals and train them in telecommunications," he said, adding that they should be productive in three months and pay for their salary and overhead within three months thereafter.

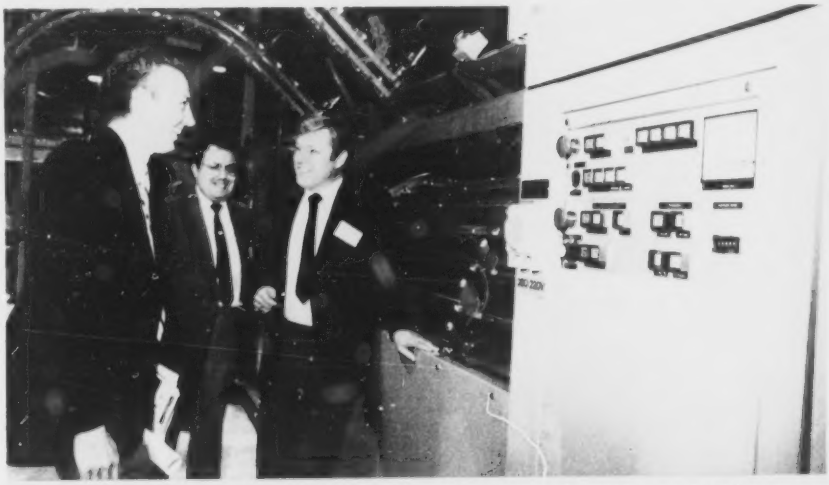
Newton said that since the AT&T divestiture, new cost-savings opportunities have sprung up. For instance, in the last 18 months to two years, the average cost of a telephone unit with hookup and installation has dropped more than 40 percent, from $1,000 to under $600. And because there are now more than 400 long-distance telephone carriers, and up to 70 percent of a newspaper's telephone bill can be consumed by long-distance rates, newspapers should look to alternatives to traditional long-distance carriers.

"Least-cost (telephone) routing will knock 30 percent off your phone bill," he said.

As an example, Newton pointed out that there are 175 ways to call New York from Atlanta, with prices ranging from 6 cents to $1.20 per minute.

"You will not be able to depend on one vendor or a group of vendors to give you the tender-loving care that you're used to receiving," he concluded.

Personal computers are booming, but problems are looming



At the Ferag booth, (from left) Mike Allen and Edward Ordonez of the New York Tribune are given a demonstration of on-line and off-line insertion by Richard Durrans.

While vendors were demonstrating personal computer applications for newspapers on the Exposition floor, newspaper executives at the Conference were busy studying the issues the PC boom is raising for them.

It was the first time that personal computers were a major topic for both a Conference General Session and a symposium, and the message delivered was that PCs hold a lot of promise for the newspaper business—but only if their proliferation is properly controlled.

In the General Session, James Longston, director of technology development at Tribune Co. of Chicago, warned that PCs could wreak havoc for newspapers that don't deal effectively with their spreading use.

Longston said that newspapers must address the problems of networking, compatibility and employee training to avoid problems [presstime, June 1984, p. 12].

During the follow-up symposium, Thomas P. O'Donnell, president and publisher of the News and Sun-Sentinel in Fort Lauderdale, Fla., discussed the results of a first-ever ANPA survey on PC use at newspapers. More than half the approximately 600 newspaper plants responding to the survey said PCs were being used in their operations. O'Donnell said 45 different PC models were being used at those newspapers by 716 people: 60 percent in the news department, 20 percent in the business office, 10 percent in executive offices, and the remaining 10 percent in advertising, circulation and other areas.

Marcia Ruth

Photo of the glamorous Marilyn Monroe was a showstopper at the AP booth.

Shirley A. Conover, vice president-director of communications services for the Chicago Tribune Co., described how PCs are being used interactively with an automated ROLM telephone system in the Tribune advertising-sales department.

The newspaper began using the computers to monitor the efficiency and productivity of its sale force.

"This package (the ROLM and the IBM XT) gives us raw data on all transactions on the PBX as they are completed," Conover said. "We're really just starting. There's much more analysis to do with the data we've never had before."

Another panelist, Barry T. Peckham, assistant controller of The Dallas Morning News, raised four concerns he has about PCs.

On data integrity, he said that if a newspaper has more than one PC and they are not linked to a common data source, "several users could be producing reports with conflicting information."

On security, he recommended that steps be taken to ensure that diskettes containing confidential data be locked up.

On compatibility, he reminded newspapers that often software written for one PC brand cannot be used on another.

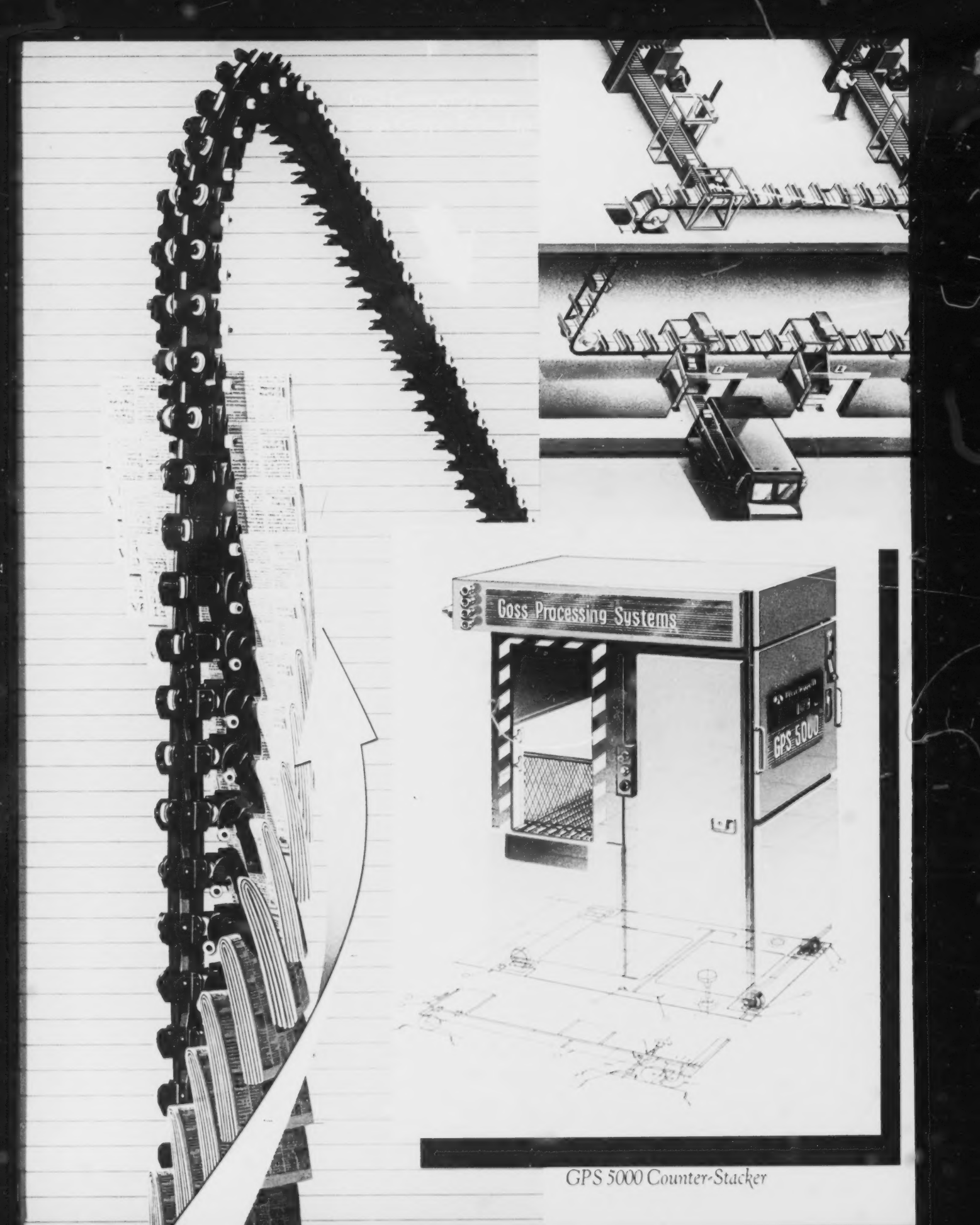
And on work efficiency, he advised newspapers to avoid what he calls "analysis paralysis."

"Micros are a great tool, but they turn the user into a combination computer operator, data-entry clerk and programmer," Peckham pointed out. "They can consume a great deal of time if you become wrapped up in the process of analyzing information."

An example of PCs' practicality was provided by Stephen R. Helm, administrative manager/circulation of the Kansas City Star and Times. He described how an electronic spreadsheet, used on an Apple PC, yielded data that enabled the company to implement a quick change in the retail rate of Sunday home delivery and single-copy sales.

"The thought of this late change horrified the company controller as he thought it would take several days to revise, and he'd miss the [budget submission] deadline," Helm said. "The next afternoon we placed on his desk the entire circulation division forecasts with the new rates included. It was shortly [thereafter] that personal computers began springing up everywhere at the Star."

As Steve Taylor, director of information services at The Boston Globe, summed up the situation, personal computers "shine" for myriad applications. □



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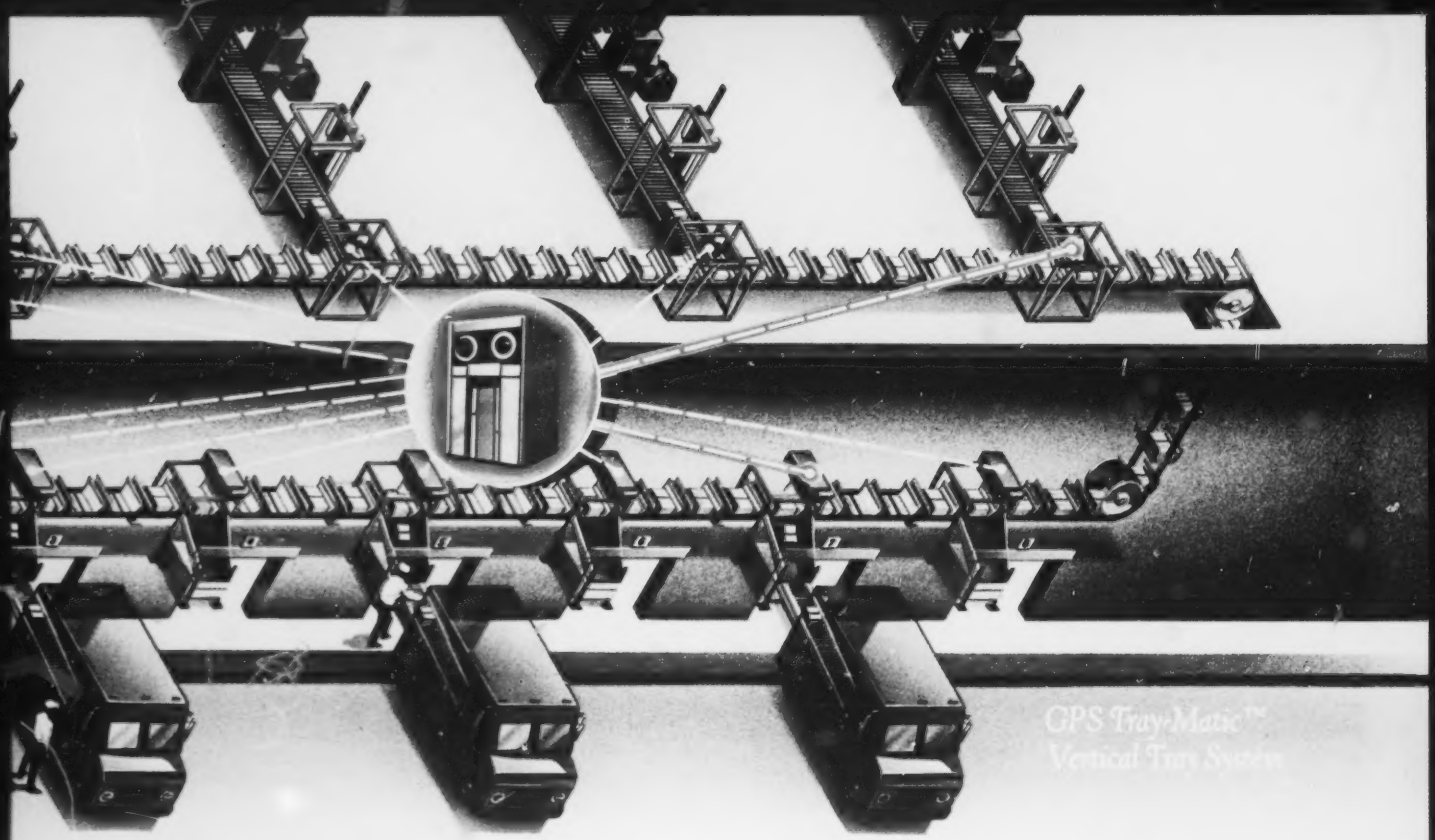

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Court overturns ban on cable liquor ads

The U.S. Supreme Court has overturned Oklahoma's liquor advertising ban for cable television advertisements originating in other states.

But because the court's unanimous decision was a relatively narrow one and did not address the First Amendment concerns raised by ANPA, the Oklahoma Press Association and others about the state's ban on all liquor advertising, the state press group is planning to pursue the issue.

The press groups had argued that the liquor-ad ban abridges commercial speech rights. They said it prohibits truthful, non-misleading advertising for a legal product.

The case, *Capital Cities Cable Inc. v. Crisp*, arose with a suit against the state filed by cable television groups in U.S. District Court. It challenged the state attorney general's action exempting from the ban out-of-state print media but not out-of-state cable television.

A temporary restraining order was issued prohibiting authorities from enforcing the ad ban until the issue was resolved. OPA asked for and received such a restraining order for newspapers. The status of the order subsequently was upgraded to a stronger preliminary injunction.

In light of the Supreme Court's narrow decision, and with the possibility that the state will move to reinstate the ban by getting the preliminary injunction lifted, OPA Executive Vice President Ben Blackstock said his organization will ask the federal trial judge in the case, Lee West, to continue the preliminary injunction and to accept further comment on the issue.

Blackstock said the state attorney general was expected to ask West to remove the preliminary injunction because the Supreme Court did not address the print-press concerns.

"We are going to meet the attorney general's office and the state of Oklahoma head-on," he said, "even though it may mean going all the way back up to the 10th Circuit and even to the U.S. Supreme Court if necessary."

OPA attorney Larry Bishop said the organization's appeal would be based on two grounds: commercial free speech as granted under the First Amendment and equal protection granted under the 14th Amendment. The latter argument would be supported by Oklahoma's allowing out-of-state publications containing liquor ads to be sold in Oklahoma.

In its decision, the Supreme Court said Federal Communications Commission regulations pre-empt the state law prohibiting Oklahoma cable firms from carrying out-of-state liquor ads [presstime, April 1984, p. 12].

"To the extent it has been invoked to control the distant broadcast and non-broadcast signals imported by cable operators, the Oklahoma advertising ban plainly reaches beyond the regulatory authority reserved to local authorities by the Commission's rules," Justice William J. Brennan Jr. wrote in the majority opinion handed down June 18.

He also said Oklahoma may regulate "local aspects" of cable systems such as franchisee selection and construction. However, "by requiring cable television operators to delete commercial advertising contained in signals carried pursuant to federal authority, the State has clearly exceeded that limited jurisdiction and interfered with a regulatory area that the Commission has explicitly pre-empted."

In so ruling, the court overturned a judgment of the 10th U.S. Circuit Court of Appeals.

But Brennan said the justices "do not reach the First Amendment question" raised by the press groups. He did not elaborate.

OPA's Blackstock said that because of the injunction, 65-70 percent of all newspapers in the state now accept liquor advertising. Among publications that do not accept it is The Daily Oklahoman of Oklahoma City, the state's largest newspaper.

The only other state with such a liquor-ad ban is Mississippi.

And one week after issuing its opinion in the Oklahoma case, the Supreme Court June 25 let stand a decision by the 5th U.S. Circuit Court of Appeals in *Lamar Outdoor Advertising v. Mississippi*.

The Circuit Court had ruled that Mississippi's right to enforce the 21st Amendment, which gave states authority to control alcohol consumption when it repealed federal Prohibition, takes precedence over First Amendment rights. □

SEC actions stir protests by press groups

The Reporters Committee for Freedom of the Press, prompted by First Amendment concerns, said it will seek to intervene in the Securities and Exchange Commission case against R. Foster Winans, the former Wall Street Journal reporter charged with securities fraud.

Winans, who wrote for the "Heard On The Street" column, is accused of passing along sensitive stock market information before it was published.

Jack C. Landau, director of the Reporters Committee, said his organization opposes the kind of activities in which Winans allegedly engaged. However, he said, "the government does not have the right to regulate or govern the reporting of financial news in a general-interest newspaper. We will fight the jurisdiction of the SEC to intrude into newsrooms."

Among other things, the SEC contends that Winans should have disclosed his interest in securities he wrote about, and that he should not have omitted any relevant information from his stories. "Who are they to say that? They're not the editors," Landau commented.

The Reporters Committee will file its motion to intervene in U.S. District Court, New York, where the SEC filed its suit May 17. The action also will be taken on behalf of the New York Financial Writers Association and the officers of the Society of American Business and Economic Writers, who previously had expressed First Amendment concerns about the case [presstime, June 1984, p. 45].

On another front, Sen. Alfonse M. D'Amato [R-N.Y.] is preparing a bill that would classify some newspaper reporters as "insiders" under SEC laws. "Insiders"—people privy to advance information that could have a market impact—are subject to regulations, including personal financial disclosure.

And in a related matter, the Washington, D.C.-based Newsletter Association has accused the U.S. government of 16 counts of free-press violations. The association of 850 newsletter publishers said its members' rights "are being systematically violated by U.S. requirements that publishers of financial newsletters obtain government publishing licenses [required by the SEC for newsletters offering advice on securities investments] and submit to other chilling regulations." □

Weeklies file more TMC suits

The number of dailies charged with federal antitrust violations in connection with their total-market-coverage efforts continues to grow.

Two of the latest lawsuits involve charges by paid weeklies against Tucson's daily newspapers and against the The Bradford (Pa.) Era. The suits were filed in federal district courts.

The Green Valley (Ariz.) News has claimed that TMC products distributed in that area by Tucson Newspapers Inc., the joint-operating-agreement agency for The Arizona Daily Star and Tucson Citizen, are not allowed under the 1970 Newspaper Preservation Act. That act permits two newspapers in a city to merge all non-editorial operations with antitrust immunity if one of the papers is in danger of failing.

The News claims that any activities not specifically authorized under the statute remain illegal under a U.S. Supreme Court decision against the Tucson JOA. Congress enacted the Newspaper Preservation Act in response to that decision.

Shoppers by JOA participants are not protected by the act, the News maintained. It added that Tucson Newspapers' distribution of the shoppers to both non-subscribers and subscribers is "redistribution" which is a "form of predatory pricing" in restraint of trade.

In the Pennsylvania case, the weekly Bradford Journal said a free weekly supermarket circular published by the daily Era was "a deliberate attempt" to drive the Journal's shopper out of the market. The Era's "predatory pricing" and other unfair efforts "substantially impaired" competition, the Journal claimed.

The Era also was charged with producing its supermarket circular below cost.

Pamela Riley, ANPA assistant general counsel, said the ANPA Legal Department knows of about a dozen such antitrust cases that are pending in various courts. But there probably are many others that have not been brought to the Association's attention, she added.

The growing number of antitrust suits has followed daily newspapers' expansion into TMC products [presstime, April 1984, p. 22].

COURT BRIEFS

• Dow Jones & Co. agreed to pay **$800,000 to settle a libel suit** filed against it and reporter James Drinkhall of The Wall Street Journal's San Francisco Bureau. It is one of the largest cash settlements that has come to light as a result of libel litigation involving a newspaper.

The Journal's associate publisher, Peter R. Kann, said the settlement is "an exception" to the newspaper's policy of not settling such suits. Terms of the settlement also included an acknowledgement that the newspaper could not prove some allegations in 1979 articles that prompted the suits.

Drinkhall reported that two members of the Justice Department's Organized Crime Strike Force improperly pressured a reputed mob figure, who was serving a federal prison term, to testify against a Las Vegas casino owner.

• The New Jersey Supreme Court said a man's **libel suit may proceed** even though the plaintiff died after filing his complaint.

The state-court ruling was similar to one handed down last year by a federal judge in Newark who said a libel plaintiff's family can carry on the suit after the person's death [presstime, Feb. 1983, p. 14].

The recent case involved two developers who were indicted for alleged improprieties in construction of a publicly financed housing project. One was convicted in April 1981 of conspiracy and other crimes; the other died before the case went to trial.

The defendants had filed suit against the New York Daily News over an October 1979 story that alleged they were "linked by authorities" to organized crime and had "ripped off" millions in state housing funds. The widow of the deceased plaintiff was substituted as the plaintiff after her husband's death.

• The Connecticut Supreme Court **sustained a public-official libel ruling** in favor of The Advocate of Stamford.

"First Amendment considerations dictate that an article concerning a public figure composed of true or substantially true statements is not defamatory regardless of the tone or innuendo evident," the court said.

A former state senator sued The Advocate, saying a story on his alleged connections with racketeers published seven days before an election caused him to lose his bid for a fifth term in the state senate.

• The California Supreme Court upheld the First Amendment rights of a citizens' group that had suggested in a newsletter that members **not patronize advertisers** who advertise in a newspaper the group disliked.

The newspaper, the Foothill Times of El Dorado County, sued for libel and "intentional interference with an economic relationship." A trial court dismissed the libel claim but said the "interference" charge could proceed.

The citizens' group had alleged the Times is a "rag" that editorializes in its news columns. It said in the newsletter, "What about contacting businesses advertising in the Foothill Times and requesting that they discontinue that advertising?"

• A federal judge in Washington, D.C., ruled June 20 that the Defense Department was **within its rights in banning news coverage** of the first two days of the United States invasion of Grenada in October.

The judge also denied a request by Larry Flynt, publisher of Hustler magazine, that the Pentagon be barred from preventing reporters to accompany future U.S. invasion forces.

"The decision whether or not to impose a press ban during military operations and the nature and extent of such a ban if imposed are matters that necessarily must be left to the discretion of the commander in the field," said U.S. District Judge Oliver Gasch.

Justice stays jailing of writer

Supreme Court Justice John Paul Stevens June 19 temporarily stayed the jailing of a former editorial writer of the News-Democrat in Belleville, Ill., who refuses to reveal sources in a libel case.

Former News-Democrat editorial writer Richard Hargraves was sued by the St. Clair County Board chairman over a December 1981 editorial that accused the public official of breaking campaign promises and lying.

Hargraves, now an editorial writer for the St. Louis Globe-Democrat, was ordered in pretrial stages to reveal sources for the editorial or to spend a month in jail until the libel trial was to begin. He refused to identify his sources but offered a compromise by saying the sources were two members of the 29-person county board. The compromise was rejected.

The Illinois Supreme Court refused to block the jail sentence.

San Jose paper cited in ink case, but agency finds no hazard

The San Jose Mercury News has been cited for a violation of the California occupational safety and health standards in an incident of PCB contamination of yellow ink used at the newspaper. The state agency concluded, however, that the PCB contamination did not pose a hazard to the newspaper's employees.

Meanwhile, samples of ink from two more ink companies have been found to have PCB levels exceeding the U.S. Environmental Protection Agency's allowable limit.

The Mercury News was cited May 31 by the California Department of Industrial Relation's Division of Occupational Safety and Health for failing to give its employees written notification, under the state workers' right-to-know law, of the presence of a polychlorinated biphenyl, or PCB, in their workplace.

Cal/OSHA Information Officer Dianne H. Dienstein said that although the PCB incident presented no hazard to Mercury News employees, "We want to make sure that it doesn't in the future. That was the reason that we issued the citation."

The agency also issued three "information memorandums" to the Mercury News as a result of its inspection of the newspaper plant. The memorandums are "simply designed to alert an employer to a potential hazard," said Dienstein. They dealt with state requirements on providing hand protection, engineering controls and employee monitoring.

The Mercury News has appealed the citation to the Cal/OSHA Appeals Board.

The newspaper was not assessed a fine because of Cal/OSHA's policy not to penalize employers unless it finds at least 10 such "general" standards violations in an inspection.

The agency's action stems from the Mercury News' own disclosure earlier this year that yellow ink it had been using contained "a contamination of a single isomer of dichlorobiphenyl" [presstime, April 1984, p. 38]. The contaminated ink was removed from the paper by the two ink suppliers involved.

A second, similar Cal/OSHA investigation is continuing. The Daily Review in Hayward, Calif., requested a Cal/OSHA analysis of its ink supply after it found PCB contamination in its yellow ink, according to David R. Perry, business manager. Perry said the contaminated ink was replaced and the inking line purged, but to assure pressroom employees that the new ink being used is free from contamination the newspaper invited an OSHA review.

Margaret Genovese

Cashau opens ink samples still trickling in for testing at The Newspaper Center.

An investigation by the federal EPA into the San Jose incident also is continuing.

ANPA continues to receive "occasional samples" of ink from newspapers for testing in the Association's laboratory, according to George Cashau, director technical research. Its tests determined that samples of ink produced by two more ink manufacturers contained more than 50 parts per million PCBs, the EPA limit. Earlier, five other ink companies had been identified as having had some contaminated ink [presstime, May 1984, p. 50].

Both Consolidated Printing Ink of St. Paul, Minn., and Rieger Printing Ink Co. Ltd. of Toronto said they received pigment from Magruder Color Co. of Elizabeth, N.J., which previously had been cited as the source of yellow pigment for the other inks found to be contaminated. However, a Consolidated spokesman could not confirm that Magruder pigment was used in the specific sample supplied to ANPA.

Marvin R. Gallisdorter, vice president of Sinclair & Valentine Inc., the parent company of Consolidated, said the sample tested by ANPA was manufactured in its laboratory in response to a request from the Minneapolis Star and Tribune for ink samples for testing. The ink from which the sample was obtained was not manufactured for production purposes, he said.

Gallisdorter disputed the ANPA lab's findings, saying an analysis of the same ink by an outside laboratory found only trace levels of PCBs.

At the Edmonton (Alberta) Journal, Rieger Printing Ink removed the ink identified by ANPA as having the elevated PCB level, said Fred Dicker, assistant plant manager at the Journal.

In Canada, dichlorobiphenyl is exempt from the federal government's ban of PCBs. Campbell I. McDonald, head of controls and implementation of the commercial chemicals branch of Canada's Environmental Protection Service, said studies by Canadian environmental and health agencies found that the less highly chlorinated biphenyls, specifically monochlorinated and dichlorinated biphenyls, are more readily biodegradable and less toxic than more highly chlorinated biphenyls, and therefore they were exempted from regulation.

—*Margaret Genovese*

ANPA tells House health panel: no known VDT dangers

A congressional subcommittee has concluded a series of hearings into possible adverse health effects associated with the use of video display terminals.

Newspaper business representatives were among the last witnesses heard by the Health and Safety Subcommittee of the House Committee on Education and Labor, which has no specific legislation before it and plans no further action at this time [presstime, April 1984, p. 40].

Dr. Howard R. Brown, medical director of The New York Times Co., told the panel June 5: "I can unequivocally state that I am aware of no medical evidence which demonstrates serious health effects from VDT usage." Currently, he noted, there are more than 50,000 VDTs in use at newspapers in the United States.

Brown, who also is chairman of the ANPA Environmental Committee, disputed the validity of an earlier presentation by Dr. Arthur L. Frank on a study made at the request of The Newspaper Guild. Frank said his study showed a higher level of eye and musculo-skeletal problems among VDT users [presstime, Nov. 1983, p. 22]. "Given the absence of peer review, and the problems inherent in the methodology employed, the [Frank] study is of limited use," Brown said.

Although the subcommittee was not considering specific legislation, Brown noted that, considering the growing use of VDTs in virtually all aspects of business, "education, not legislation, is needed." He said manufacturers should increase the training and educational materials provided to employers and their employees. "In sum," he said, "manufacturers, employer users and unions must strive to develop accurate information on the VDT and distribute it to VDT users."

ANPA Director/Technical Research George Cashau followed Brown at the hearing and testified on ergonomics, or working-conditions engineering. There is no "easy answer" to determining the proper and correct work station environment, he said. For example, glare from terminal screens is difficult to measure because it is a "perception" that affects people differently. "I have seen people move their VDT next to an unshielded window purposely" he said, "and I have seen others wear eyeshades in a room that was practically dark."

Individual users should be able to adjust their VDT display, Cashau said, and the adjustment capability should include brightness and contrast, viewing angle and height controls.

Margaret Gamwell

Neergaard finds no harmful VDT radiation

"There are no clearly defined ergonomic standards," he said. "By cavalierly embracing one standard over another in a regulation, we would be retarding the progress which continues to be made in the design of work stations, including keyboards, screens, furniture and lighting."

He noted that introduction of a new technology can result in a degree of uncertainty or fear. With VDTs, the fears have centered around radiation. "To correct misinformation and to allay employee fears," he said "we provide our member newspapers with available current literature on the radiation area, including all studies which have been done on birth defects or reproductive problems."

The Association's testimony concluded with a demonstration by ANPA Assistant Environmental Coordinator Richard W. Neergaard of how a radiation test is conducted. His instruments detected no harmful radiation from an operating VDT placed before the subcommittee.

But Rep. Joseph Gaydos (D-Pa.), the subcommittee chairman, said he was not yet convinced of the safety of VDTs. □

Free paper wins again on bid for 2nd-class rates

A federal judge in Tennessee has reaffirmed his earlier ruling that a free-circulation weekly be allowed to take advantage of second-class, in-county mail rates.

The weekly, The Enterprise of Winchester, had been mailed third-class at a cost of about $60,000 more per year than the second-class rates in question, according to Publisher Ron Bailey.

U.S. District Judge Thomas G. Hull rejected a request of the U.S. Postal Service that he reverse his earlier order of summary judgment in favor of The Enterprise.

USPS argued in favor of existing regulations designed to distinguish between publications that disseminate news and those that contain little news but consist mostly or totally of advertising. Among other things, the regulations require that for the publication to quality for second-class rates, at least 50 percent plus one of all copies be paid for by readers, or that those copies be requested by recipients.

Hull ordered USPS to repay the newspaper $77,356 it paid in "excess postage."

USPS is expected to appeal [presstime, May 1984, p. 48]. □

Rate case focuses on 'peak-load'

The eight-month-old postal rate case is lumbering toward its September conclusion, with some of the latest testimony focusing on "peak-load pricing."

Third-class mailers have claimed there are peak-load periods during which it costs more for the U.S. Postal Service to process mail. They have argued that priority first- and second-class mail constitutes nearly all the peak-load volume and therefore should absorb most of the extra costs. Their theory is that processing of lower-priority, third-class mail occurs mainly in off-peak periods.

ANPA witness John C. Panzar, economics professor at Northwestern University, testified before the Postal Rate Commission in early June that the third-class mailers' claims are inaccurate. If any work-load peaks exist, he said, they are minimal and caused by the handling of all classes of mail. USPS, meantime, reiterated that the cost to process third-class does not differ greatly for varying weights less than four ounces [presstime, June 1984, p. 35]. □

Senate panel OKs lottery ads bill

The Senate Judiciary Committee June 14 approved legislation supported by newspaper publishers to ease federal restrictions on the advertising of lotteries and other gaming activities ranging from casino gambling to church bingo games.

Federal law currently prohibits lottery advertising that is mailed or broadcast or that is transported across state lines, with the exception of advertising of state-run lotteries.

S 1876 would lift the prohibition for privately run lotteries that are "authorized, licensed, and regulated by a state." ANPA and the National Newspaper Association testified in support of the bill before a judiciary subcommittee [presstime, Jan. 1984, p. 35], and they repeated the industry position in a letter to committee members just prior to their vote.

The House also is working on lottery advertising bills. The same day the Senate committee acted, the House Administrative Law and Government Relations Subcommittee held a hearing on two bills: HR 5097, which resembles S 1876, and HR 4020, which would allow advertising only of lotteries run by non-profit organizations and only in newspapers and on broadcast stations located in states that permit such gambling.

Testifying in the House on behalf of ANPA and the National Newspaper Association, Roy J. Eaton, publisher of the Wise County (Texas) Messenger, said the newspaper industry believes the present prohibition is an unconstitutional restraint on the right of free commercial speech. He also contended the ban discriminates against smaller newspapers because they cannot afford to publish separate editions—with the lottery advertising deleted—for mail or interstate delivery.

Eaton said ANPA and NNA support HR 5097 but believe it should be amended to apply not only to lotteries "authorized and *regulated*" by a state, but also to those "authorized and *subject to regulation*" by a state, he explained that some states exempt very small operations from regulation.

According to ANPA Counsel Rene P. Brown, it is unclear exactly how much lottery advertising would flow to newspapers if the prohibition is eliminated. She conducted an informal poll of several newspapers on the probable effect of the legislation, and "I got answers ranging from not much change to a great deal of change. The general consensus, however, was that advertising revenues would increase should the ban be lifted."

LEGISLATIVE NOTES

• ANPA and four other news organizations have protested a legislative proposal that would repeal the law giving **Freedom of Information Act** cases priority on the hearing calendars of federal courts.

The proposal is included in HR 5646, which is pending before the House Judiciary Committee. The bill would eliminate most existing civil court calendar priorities.

In a June 7 letter to Judiciary Committee members, the media groups said removing the priority would "significantly reduce the effectiveness" of the FOIA. Cosigning the letter with ANPA were the American Society of Newspaper Editors, the National Association of Broadcasters, the National Newspaper Association and the Society of Professional Journalists, Sigma Delta Chi.

• A proposal for a **Uniform Criminal Records Act** for the states is being developed by a drafting committee of the National Conference of Commissioners on Uniform State Laws.

Several years ago the conference proposed another model records act, the Uniform Information Practices Code, which drew criticism from press organizations [presstime, Jan. 1982, p. 4].

The prior model law involved a wide variety of government records, but the new measure deals only with the handling of criminal history information—records of past arrests and convictions.

Representatives of ANPA, the First Amendment Congress and the Radio and Television News Directors Association met with the drafting committee in May and raised concerns about a preliminary version of the proposal.

A revised model-law draft will be presented to the conference in August. However, final action will not be taken until 1985.

Broadcast 'Freedom' act rejected

The Senate Commerce Committee June 13 rejected a bill to eliminate the fairness doctrine and political equal-time obligations for radio broadcasters.

The measure was sponsored by Chairman Bob Packwood (R-Ore.). It was a narrower version of his Freedom of Expression Act, which would have lifted the federal content regulations for all broadcasters.

Packwood limited the bill to radio in an effort to attract more votes, according to an aide. There were other modifications, including a five-year time limit on the legislation's effectiveness.

While acknowledging that the 11-6 defeat probably eliminates any chance of further legislative action in this session of Congress, Commerce Committee Senior Counsel Ward H. White said Packwood "will continue to discuss the matter with his colleagues and interested broadcasters and publishers and journalists, and if sentiment should change, he will bring it up again."

ANPA had testified before the Commerce Committee in support of the Freedom of Expression Act, calling the fairness doctrine and equal-time rules "untimely, counterproductive public policy" [presstime, March 1984, p. 30].

Following the committee action, ANPA Vice President/General Counsel W. Terry Maguire said: "Sen. Packwood has advanced considerably the momentum toward freedom from content regulation for the electronic media. We remain hopeful that his strong initial efforts will lead to greater success in the not-too-distant future."

FOI Day bill introduced in Senate

Sens. Bob Packwood (R-Ore.) and William Proxmire (D-Wis.) have introduced a resolution to designate March 16, 1985, as Freedom of Information Day.

In previous attempts to get this legislation enacted, the Senate has acted but the House has not.

This time around, the House has already passed its resolution [presstime, March 1984, p. 30].

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Americans taking top roles in world press groups

With the June election of Richard H. Leonard, editor and senior vice president of The Milwaukee Journal, as chairman of the International Press Institute, three of the major international press organizations are now headed by U.S. newspapermen.

Joseph P. Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, was elected chairman of the International Press Telecommunications Council in April, and Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co., has chaired the World Press Freedom Committee for the past five years.

In addition, Allen H. Neuharth, chairman and chief executive officer of Gannett Co. Inc., was named first vice-president of the International Federation of Newspaper Publishers at FIEJ's annual meeting in May.

This ascendancy of U.S. journalists in world press circles coincides with the U.S. government's proposed withdrawal from UNESCO, where free press issues have been hotly debated over the years.

All of these organizations will maintain observer relationships with UNESCO as non-governmental organizations, even after the United States pullout that is scheduled for the end of this year.

"What we get (out of these organizations) is representation on the world scene," says Leonard, the fourth U.S. journalist to be president of IPI. "Not just Americans, but Western nations have to speak up or else they are going to be shouted down."

During his tenure as president, Leonard plans to increase the Latin American representation in IPI and to encourage UNESCO to "be more practical and less ideological."

Richard H. Leonard

Joseph P. Rawley

Harold W. Andersen

Another advantage Leonard sees to IPI membership, which is open to individual journalists independent of their publications, is personal contact with other journalists. "Rubbing shoulders with other people in the world, finding out why they do what they do, helps give (American) editors a better perspective." Opening up press communications depends on the "kind of relationships we build as well as the pressure we bring," he says.

Although IPTC, which like IPI is based in London, shies away from direct involvement in press-freedom issues, Rawley sees it as having a strong effect on freedom of the press through its impact on rate-setting for international telecommunications.

"How free is a press when news is unaffordable, or where there are no facilities to send and receive news?" he asks.

Active in IPTC through membership in ANPA's Telecommunications Committee, Rawley says one of IPTC's upcoming projects will be to encourage the formation of national press groups to monitor telecommunications in individual countries. IPTC is also working on setting technical standards for multi-destinational satellite services.

For Andersen, chosen the first American president of FIEJ in 1978, as well as the second American to head WPFC, international involvement grew out of his tenure as chairman of ANPA in 1974-76.

Founded to challenge such threats as the Soviet Union's call for state control of the mass media at UNESCO's 1976 General Conference in Nairobi, WPFC brings together under one umbrella more than 30 press and broadcast organizations from throughout the Free World. The group has sponsored more than 60 projects in underdeveloped countries, monitors UNESCO activities and serves as a "watchdog" for free press violations.

"In the modern world, particularly when news from remote countries may have very direct and important significance in the lives of our readers, it behooves us to keep the channels into and out of these countries as free as we can," says Andersen.

Although this is the first time that Americans have presided over the three organizations simultaneously, all of them were first chaired, and to a great extent founded, by U.S. journalists: Lester Markel, associate editor of The New York Times, was IPI's first president in 1951; George Beebe, associate publisher of The Miami Herald, was WPFC's first chairman in 1976; and Stanford Smith, former general manager of ANPA, was the first chairman of IPTC, which was founded in 1965 with the combined efforts of ANPA, FIEJ and the Commonwealth Press Union.

—*Marcia Ruth*

The ascendancy of U.S. journalists in world press circles comes at a time when the U.S. government threatens to pull out of UNESCO, where free press questions have been hotly debated.

IPI warns UNESCO: restore confidence

The International Press Institute had stern words for UNESCO at IPI's 33rd annual general assembly.

Meeting in Stockholm June 10-13, the group of about 450 editors, publishers and journalists from 44 countries passed a resolution stating UNESCO "must restore full confidence among [those] nations with a free press that its efforts are not in conflict with the principle of the free flow of information nationally and internationally."

Otherwise, said IPI, UNESCO—the United Nations Educational, Scientific and Cultural Organization—may not "be able to fulfill a useful role as an international clearinghouse for experience and know-how in the field of communication."

In its other resolutions, IPI:

• Called on Costa Rica's government to rescind a law requiring journalists to be graduates of the University of Costa Rica and urged the Inter-American Commission on Human Rights to consider the law's violation of human rights when it reviews the case of American journalist Stephen Schmidt, who was convicted under that law of practicing journalism in Costa Rica without a license [presstime,

• Protested anti-press activities of the military government of Uruguay, which IPI said has recently "censored, suspended or confiscated" Uruguay's newspapers and magazines on 28 occasions.

• Called on the government of Ghana to release the publisher, managing editor and a reporter of the Free Press of Accra detained since the paper was closed and its assets confiscated by the government nearly a year ago

• Expressed concern over Nicaragua's proposed General Social Communications Law, which would nationalize the electronic media and institutionalize various press restrictions currently imposed under a state of military emergency

• Deplored the assasination in Mexico May 30 of political columnist Manuel Buendia of Mexico City's Excelsior.

IPI elected as its chairman Richard H. Leonard, editor and senior vice president of The Milwaukee Journal. Leonard, who had been one of three vice chairmen, succeeds Max Snijders of the Netherlands. □

Nicaragua bomb kills 5 journalists

A U.S. newswoman was among five journalists killed in a bomb blast during a press conference held by Nicaraguan rebel leader Eden Pastora.

Linda Frazier, 38, a reporter for an English-language weekly, The Tico Times, in San Jose, Costa Rica, and wife of Associated Press Central American correspondent Joe Frazier, was the sixth U.S. journalist to be killed in Central America in the past five years.

The May 30 explosion wounded 27 other people, including AP reporter Reid G. Miller and British journalist Susan Morgan, a part-time correspondent for Newsweek.

The blast occurred inside the remote jungle headquarters of the anti-Sandanistas. Earlier in the day, the journalists had been escorted up the San Juan River in dugout canoes by members of the Revolutionary Democratic Alliance to the two-story hideout in the remote village of La Penca, near the border with Honduras.

Pastora, 48, served as a former Sandanista guerilla leader during the civil war against Nicaraguan dictator Anastasio Somoza.

Responsibility for the explosion has not been established.

The five other U.S. journalists known to have been killed while working in Central America over the past five years were Dial Torgerson, Los Angeles Times bureau chief for Mexico and Central America, and Richard Cross, a photographer on assignment for U.S. News & World Report, on the Honduras-Nicaragua border in June 1983; John Hoagland, a Newsweek photographer, in San Salvador in March 1983; John Sullivan, a free-lance writer on assignment in San Salvador, who disappeared in 1980 and whose body was found three years later; and Bill Stewart, an ABC News correspondent, in Nicaragua in June 1979. □

WORLD PRESS NOTES

• A dozen Republican lawmakers have joined Sen. Nancy Kassebaum (R-Kan.) in asking Secretary of State George Schultz to protest the **closing of the newspaper ABC Color** by the Paraguayan government.

The daily was closed March 22 after Publisher Aldo Zuccolillo was jailed for a week for refusing to reveal to the authorities the name of a reporter who interviewd an opposition political leader [presstime, April 1984, p. 47].

• "A totally distinct, **dual press coexists in Poland** today, unique not only to that country but perhaps throughout the world," says a report recently issued by the Helsinki Watch Committee and the Committee to Protect Journalists.

While several hundred underground publications (mostly weeklies and monthlies) and two underground news agencies distribute domestic and foreign news in Poland, "censorship is the norm" in the official press, according to the report.

• A leading Mexican **columnist was shot and killed** in Mexico City May 30 by unknown assailants.

Manuel Buendia's column "Private Network," carried daily in the Mexico City newspaper Excelsior and in many other papers, frequently exposed corruption and wrongdoing by business, labor and the government.

Buendia, 58, was also critical of U.S. foreign policy and of the U.S. Embassy in Mexico. He had written a book titled *The C.I.A. in Mexico.*

• **One hundred journalists "disappeared"** while Argentina was under military rule from 1976 to 1982, says a book distributed by the London-based Index on Censorship.

Written by Andrew Graham-Yooll, former news editor and political writer for the Buenos Aires Herald, the second edition of *The Press in Argentina* explains how newspapers, magazines and books were censored during the seven-year period.

• The executive committee of the Inter American Press Association met with government officials in Paraguay and Uruguay in June to **protest restrictions on press freedom** there. IAPA counts 29 media outlets that have been permanently or temporarily closed by Uruguay's current regime [presstime, Feb. 1984, p. 32].

AP satellite receiving dishes now can transmit, too

The Associated Press and Telcom General Corp. have developed a system in which AP's 10-foot-wide satellite dishes can be modified to transmit as well as receive data.

"It's the first effort to make a large number of small earth stations operate on a two-way basis," said David L. Bowen, president of SATNET, a 2½-year-old AP subsidiary that furnishes transmission facilities for business data to customers in nearly 4,000 locations in the United States. The two-way project, called SATPAC for packet-switched satellite data services, will be an extension of one-way SATNET services.

AP

SATNET's Bowen shows equipment.

AP officials said the new system will provide extra revenue for the news cooperative. In fact, Bowen said the system "is like discovering oil in your back yard."

SATNET's one-way data service this year is expected to contribute $1 million to the AP budget, he said, adding that two-way data service holds "immensely more" income potential.

"We expect substantial revenues from this project within five years," said AP President Keith Fuller. "Every dollar earned in this commercial area is one dollar less required of AP members."

Fuller added, "The addition of low-priced, two-way services will open up a far greater market at a time when telecommunication users are disappointed and confused by the results of Bell System divestiture."

AP said it plans to convert 10 of its more than 900 three-meter dishes to two-way capability by the end of this month and 50 by the end of the year, depending on market factors. Conversion requires installation at each receiving dish site of a transmitter and a computer board called a "MicroNode." AP's 1,000 30-inch receiving dishes will not be a part of the two-way program.

The main target of SATPAC marketing efforts originally was planned to be outside the newspaper business to firms with access to send-and-receive dishes at newspapers via local landline loops. SATNET, for example, now lists among its customers a variety of firms previously served by Western Union or AT&T.

However, Bowen said there has been strong interest within the newspaper business. One of the first users of SATPAC will be a newspaper-business enterprise. VU/TEXT Information Services, a subsidiary of Knight-Ridder Newspapers, has agreed to offer its database retrieval services to AP-member newspapers via the satellite network. VU/TEXT demonstrated the two-way satellite link at the AP booth during the ANPA Operations Management Conference & Exposition June 9-13 in Atlanta.

VU/TEXT, based in Philadelphia, provides computerized library services for The Philadelphia Inquirer and Daily News and four other newspapers. VU/TEXT also provides business information from various sources. □

Resources listed for cable TV

The ANPA Telecommunications Department has published a bibliography of materials considered helpful for newspapers interested in cable television.

The Cable Resource Guide contains more than 50 entrys grouped in six categories: reference works and directories, periodicals, books and reports, databases, legislation and policy, and organizations.

The Guide was a project of the ANPA Telecommunications Affairs Committee.

Copies are free to ANPA member newspapers. There is a $10-per-copy charge for non-members. To order, contact Suzanne M. Bilinski of the Telecommunications Department at The Newspaper Center. □

TELECOMMUNICATIONS NOTES

• Manager of **newspapers' cable-TV projects** plan to publish a quarterly newsletter to exchange information. At a meeting of managers June 10 in Atlanta, H. Grady Cooper, director of Newschannel 6 at The Asheville [N.C.] Citizen-Times, agreed to coordinate the project.

About 20 people interested in cable operations attended the meeting during the ANPA Operations Management Conference & Exposition.

• The ANPA Telecommunications Department also intends to track newspaper/cable cost-and-revenue data through semi-annual **questionnaires** to project managers, according to Jane L. Wilson, ANPA assistant director/telecommunications affairs.

• The Long Island daily newspaper **Newsday** dropped the video portion of its cable TV channel in May.

"We couldn't attract the kind of advertising money required to subsidize some of the investments we had to make to deliver the kind of quality we wanted to," said Stuart I. Levin, operations supervisor for the channel.

Since May 1983, the newspaper had been producing four hours of video programming daily, in addition to a scrolling text service with Telidon graphics [presstime, Oct. 1983, p. 20]. The scrolling service has been expanded to 24-hours-a-day operation.

ANPA committee will monitor test of satellite delivery system for advertising copy

The ANPA Technical Committee has formed a working group to maintain liaison with and offer technical advice to the fledgling AD/SAT satellite advertising copy delivery program being developed by a private firm, Robert Wold Co.

The group will monitor the AD/SAT test scheduled to run for six to nine months beginning in March 1985 with 12 newspapers in 10 cities. If the test results are successful, AD/SAT says, commercial service could start in early 1986.

The working group will keep the ANPA Technical Committee informed of progress of AD/SAT, and the Technical Committee will make periodic reports to the newspaper business.

Named to the working group were J. A. Riggs Jr., senior vice president of operations of The New York Times, who will serve as chairman; William D. Rinehart, vice president/technical of ANPA; and Charles M. Kinsolving, vice president of marketing/new technology of the Newspaper Advertising Bureau.

Meanwhile, AD/SAT announced the names of newspapers that will participate in its test. They are The Boston Globe, Chicago Sun-Times, The Chicago Tribune, Houston Chronicle, Los Angeles Times, Star-Ledger of Newark, N.J., The New York Times, The Philadelphia Inquirer and Daily News, The Washington Post and the San Francisco Examiner and Chronicle. The group includes tabloids and broadsheet papers with different page cut-off sizes.

The four advertising agencies that will participate in the test are N. W. Ayer, J. Walter Thompson, Young & Rubicam and Ogilvy & Mather.

"This private-sector test is a logical follow-on to the multi-year SAT/FAX study conducted by ANPA and NAB several years ago," recalled ANPA Executive Vice President Jerry W. Friedheim; "the conclusion of the SAT/FAX study was that necessary technology was available but that the potential economic viability of such a satellite-distribution system required field testing which could most effectively and appropriately be done by a private entrepreneur" [presstime, April 1983, p. 16].

Selection of the test newspapers and agencies was made by the Wold Co., which extended invitations to those publications, said N.S. "Buddy" Hayden, consultant to Wold for AD/SAT. There was no ANPA, NAB or other newspaper association involvement in the selection, he said.

"The selection process was arbitrary on our part," Hayden said. The goal was to involve a representative sample of newspaper companies that likely could make use of the AD/SAT service. Considerations included each newspaper's national ad volume as well as possible group representation, he explained.

Hayden said AD/SAT officials intend to contact all major advertising agencies during the test to give them an opportunity also to try out the system.

Under the AD/SAT test program, national advertising facsimiles in Standard Advertising Unit sizes will be transmitted to newspapers via satellite [presstime, May 1984, p. 45]. Newspapers will receive the AD/SAT test signal with existing Associated Press satellite earth stations equipped with special hardware.

No quick appeal in Hartford case

The Times Mirror Co. has decided against an immediate appeal to the U.S. Supreme Court in its effort to retain ownership of The Hartford Courant and two Hartford-area cable-TV systems.

The company had considered such an appeal after the Connecticut Supreme Court ruled in March that the Federal Communications Commission's decision not to regulate newspaper/cable television cross-ownership does not pre-empt the state's authority to do so [presstime, May 1984, p. 54]. That ruling overturned a Superior Court decision.

The case was remanded to Superior Court for further proceedings on other issues Times Mirror raised in its challenge to a 1980 decision by the state's Department of Public Utility Control requiring divestiture of either the cable systems or the newspaper.

A Times Mirror spokesman said that although the company decided to go back to the lower Connecticut court, "at the end, we will still have the right to go to the U.S. Supreme Court to appeal the preemption issue."

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LANDON

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Knight grant funds ad center at UNC

The Knight Foundation has awarded a $900,000 grant to the School of Journalism Foundation at the University of North Carolina to create a center for advertising studies and to endow a professorship in advertising.

The gift, the largest ever received by the Chapel Hill J-school, is considered an unusual one by journalism educators, not only because of its size, but because it is earmarked for advertising rather than news-editorial education.

Interviews with a half-dozen journalism educators confirmed the unusual nature of the size of the award. "There hasn't been that much support from foundations like that for advertising education, especially in that amount," said Dr. Martin P. Block, head of the Department of Advertising at Michigan State University.

Officials of the Knight Foundation "are to be congratulated for realizing that we've got to do more with advertising in universities, particularly producing advertising people for the media," added Neale Copple, dean of the School of Journalism at the University of Nebraska at Lincoln.

According to C.C. Gibson, president of the Knight Foundation, the grant is the foundation's first in advertising education.

Advertising programs, he said, "hardly ever get special recognition in journalism education. There are many improvements that can be made in teaching students who may be leaning toward that aspect of journalism, and the University of North Carolina intends to examine and promote those."

Of the total grant, $600,000 will be used to endow the James L. Knight professorship. Knight is chairman of the board of Knight Foundation and former chairman and chief executive officer of Knight-Ridder Newspapers Inc. The remaining $300,000 will establish the Knight Advertising Center.

UNC journalism Dean Richard R. Cole said the center will be the best-equipped advertising teaching facility in the country. Among the equipment that will be installed prior to its opening next January will be a computerized advertising-layout system and a system of personal computers that will connect the offices of advertising faculty members.

Of the 400 juniors and seniors in the J-School, 160 are advertising majors. □

Thomas R. Schumaker

Scott C. Schurz

James H. Ottaway Jr.

Schumaker, Schurz, Ottaway named to Foundation posts

ANPA Foundation Chairman and President Helen K. Copley has made three appointments, naming a chairman of a Foundation committee, a co-chairman of a joint Foundation-journalism educators committee, and a representative to the journalism school accrediting body.

Thomas R. Schumaker, publisher and editor of the Transcript-Telegram in Holyoke, Mass., was appointed chairman of the Newspaper in Education Committee.

Scott C. Schurz, publisher and editor-in-chief of The Herald-Telephone in Bloomington, Ind., was reappointed co-chairman of the ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee on Journalism Education.

James H. Ottaway Jr., president and chairman of the board of Ottaway Newspapers Inc., was reappointed the Foundation's representative on the Accrediting Council on Education in Journalism and Mass Communications.

Schurz shares the co-chairmanship of the ANPA Foundation/AEJMC Cooperative Committee with Wilma D. Crumley, associate dean of the School of Journalism at the University of Nebraska-Lincoln. Crumley was designated by AEJMC. □

Northwest literacy conference cancelled

A planned regional conference to focus on ways newspapers can help eradicate illiteracy was cancelled in late June because only a dozen persons had registered.

The Northwest Literacy Symposium, jointly sponsored by ANPA Foundation and the Oregon Newspaper Publishers Association, was to have been held June 29-30 in Portland, Ore. [presstime, March 1984, p. 39].

ANPA Foundation Manager/Education Services Linda B. Skover said she does not think the low registration reflected a lack of interest in the problem on the part of publishers, but rather bad timing.

Publishers had been asked to bring a representative of their local school district with them to the meeting so that together they could develop literacy projects. Skover theorized that with the closing of schools for the summer, many school administrators may not have been available to attend.

The Northwest symposium was one of two regional literacy conferences the Foundation planned to hold this year in cooperation with state press associations. The second is still scheduled for Oct. 26-27 in Columbus, Ohio, with the cosponsorship of the Ohio Newspaper Association. Its target audience is newspapers in Illinois, Indiana, Kentucky, Michigan and Ohio.

Skover said several of the speakers that were on the program for the Northwest conference will now appear at the Midwest meeting. They include representatives of Reading Is Fundamental, Literacy Volunteers of America and The Kansas City Star Co., which has a new adult literacy project.

"We are looking forward to a large group of publishers and educators attending the Midwest literacy conference," said Skover. □

Higher education 'neglected,' say reporters on the beat

The corps of newspaper writers giving careful and consistent attention to higher education is too small. As a result, higher education is not being covered well.

That was the conclusion of a group of reporters covering higher education for daily newspapers who met at the University of Maryland recently to discuss how to enlarge the cadre of education writers.

Eleven reporters participated. They were identified as leading education writers on daily newspapers in a study conducted last fall by Roger Yarrington, associate dean of the College of Journalism at Maryland. The Exxon Education Foundation provided financial support for the roundtable.

Yarrington's study indicated papers with outstanding higher education writers tend to be papers where the publishers have made a commitment to coverage of education and where editors see education as an important story. The reporters said editors on many papers would probably concede that higher education is an important activity but not high in news value--which, they said, is a mistaken view.

"The recent commission reports are only the latest events to focus public attention on education," David Bednarek of The Milwaukee Journal said. "Earlier it was integration, then the campus revolts, and then the expansion of expenditures. The public is interested in education."

Michael Bowler

Muriel Cohen

The reporters said the education beats —higher education and K-12—should not be split in most cases because the two types of stories relate to each other, and few newspapers do divide the beats.

There is also value, participants said, in having a reporter stay with the education beat over a long period of time. "What makes an education reporter is contacts," Michael Bowler of The Baltimore Sun said. "Contacts are gained by staying on the education beat, otherwise any reporter could cover the story well."

Muriel Cohen of The Boston Globe said, "Quality higher education writing must be in-depth reporting, not just reactive. It must give some education perspective. And it should have some follow up coverage, not just a one-shot story."

Yarrington's study and the roundtable discussions both indicated the more typical pattern is for reporters to drift in and out of education assignments. Few seem to see education as a career specialty in the newsroom. Those who do cover education often have other beats as well.

Participants agreed that quality higher-education reporting requires knowledge of the history of education, how it is organized and financed, what the trends and issues are.

They also said that newspapers are likely to depend more on specialists for higher education reporting in the future and that university programs to produce such specialists through pre-service and in-service offerings will be needed.

New ANPA report available on transmission guides

ANPA has published an updated version of its special report on wire-service transmission guidelines. The guides are suggested specifications for the delivery and reception of computerized, high-speed—1,200-baud—wire-service material.

Donald V. Teschner, ANPA production engineer, said the new document more accurately reflects actual usage than the report it replaces—former ANPA Research Institute Bulletin 1312—which was published in February 1979.

For example, the new guidelines provide codes to distinguish between spot news and advance news, and a special events category for such things as Olympics coverage to be identified quickly and easily.

There also is a new, separate category for food and diet copy, reflecting an increase in recent years in editorial space devoted to the food pages.

The guidelines are established by the ANPA Wire Service Guidelines Committee that consists of about 100 representatives of newspapers, manufacturers and wire services.

To obtain a copy of the guidelines, special report 84-2, or for more information, contact Teschner at The Newspaper Center.

ADVERTISEMENT

The London Free Press

WILLIAM I. MORLEY

C. Robert Turnbull, President and Associate Publisher of The London Free Press, is pleased to announce the appointment of Mr. William I. Morley as Editor-in-Chief of the newspaper.

Mr. Morley has been associated with the newspaper for 25 years in positions ranging from reporter to assistant managing editor of production. Mr. Morley succeeds William C. Heine who retired May 23rd.

Mr. Morley's appointment was effective May 24.

TV campaign reports are found skimpy

BY GUIDO H. STEMPEL III

Guido H. Stempel III

We don't ordinarily mention studies of television in this space, but there is one coming out that we think presstime readers will find interesting.

You've heard the claims over the years about how much political information the public gets from television. Well, a study of coverage by Ohio television stations of the 1982 statewide campaigns puts this in a new light.

David Ostroff of the School of Speech Communications at Bowling Green State University and Karin Sandell of the School of Telecommunications at Ohio University analyzed the coverage in 1982 of the three Columbus and three Toledo television stations. They looked at early evening and late evening newscasts for the last five weeks of the campaign.

Their conclusion was that, "Television provided relatively small amounts of information about most races and no coverage of some." The governor's race received the most coverage—an average of 10 stories by each station over the five weeks. However, the No. 2 race in the state—for secretary of state—received a *total* of four stories from the six stations, and the races for attorney general and state auditor received a total of three stories from the six stations. The two races for Supreme Court seats were not mentioned by any of the stations.

Ostroff and Sandell also found that most coverage of those campaigns was the result of initiative by the candidates, not initiative by the television news staffs.

Now, let's try that question again: Where do people get most of their information . . .?

A report of this study will appear in the Summer 1984 Journalism Quarterly.

• • •

Timothy Crouse in his book *The Boys on the Bus* suggested that pack journalism dominates coverage of presidential campaigns. He claimed that reporters imitated each other and that they wrote leads that agreed with leads of wire-service reporters to forestall phone calls from their editors asking why they didn't have the same lead a wire service had.

An analysis of coverage of 14 major events of the 1980 campaign by Carolyn Martindale of the journalism program at Youngstown State found otherwise. She compared the first three column inches of stories in The New York Times, The Wall Street Journal, The Washington Post, the Los Angeles Times and the Chicago Tribune with comparable portions of the AP and UPI stories. She checked to see whether or not the same topics were covered.

She found a relatively low level of agreement. It ranged between 36 percent between the Chicago Tribune and Associated Press down to 21 percent between the two wire services. That's hardly pack journalism. Instead, it seems to reflect independence on the part of reporters in determining what is newsworthy.

Martindale's study will appear in the Summer 1984 Journalism Quarterly.

• • •

Timeliness seems to be the most important news element in prize-winning pictures, according to a study by Michael W. Singletary, professor of journalism at the University of Tennessee, and Chris Lamb, a graduate student at Tennessee.

They analyzed 111 news pictures and 111 feature pictures that placed first, second or third in the monthly contests of the National Press Photographers Association between 1978 and 1981.

They found that all but one of the 111 photos had a high degree of immediacy when published. They also found that 81 percent of the winning news photos were either of accidents, disaster, crime or violence. Nearly all the news photos were negative, but only a third of the feature photos were negative.

The study is reported in the Spring 1984 Journalism Quarterly. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

USA Today audit: paid total of 1.138 million

The first and long-awaited Audit Bureau of Circulations report on USA Today showed an average paid circulation for the last quarter of 1983 of 1,138,030, confirming that the Gannett Co. national newspaper has become the third largest circulation daily in the United States.

The ABC audit report released June 25 also disclosed unaudited figures, based on a publisher's statement, setting USA Today's paid circulation for the first three months of 1984 at 1,284,613.

In addition, ABC listed the newspaper's average daily bulk sales—to hotels, airlines and other businesses for distribution to customers—as 41,804 audited for the last quarter of 1983 and 48,361 from the publisher's statement for the first quarter of 1984.

ABC does not list bulk sales as part of average net paid daily circulation. "We feel very strongly" that they should be included, said USA Today President Paul B. Flynn.

The newspaper noted that including the bulk sales, the averge daily circulation figures would total 1,179,834 for the last three months of 1983 and 1,332,974 for the first three months of this year.

With release of the figures, USA Today's circulation trails only that of the Wall Street Journal (2,081,995) and the New York Daily News (1,374,858) among U.S. dailies.

USA Today's earlier circulation reports were based on its own figures and periodic audits by Price Waterhouse [presstime, Sept. 1983, p. 46]. The paper was not eligible for ABC membership or auditing until it had been in publication for a year following its Sept. 15, 1982, launch.

The company noted that the ABC figures are higher than previously used in setting USA Today's advertising rate base.

Before the newspaper began publishing, Gannett Co. had projected circulation of 1,150,000 by the end of 1983.

The paper is now printed in 24 plants around the country. It plans to enter several new markets this fall, including Cincinnati-Indianapolis-Dayton-Louisville and Phoenix-Tucson.

A test to market the paper throughout Europe and parts of the Middle East will begin July 10. It will be printed in Westchester County, N.Y., airlifted overseas and sold for an average $1 per copy. □

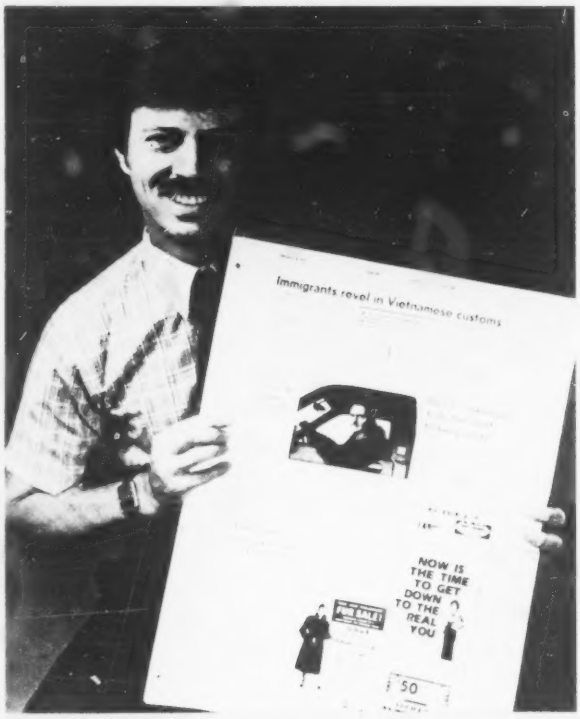
Norfolk newspapers institute Atex 'modular output'

The approximately 160 newspapers with Atex front-end systems might be interested in the latest development to come out of The Virginian-Pilot and The Ledger-Star in Norfolk, Va. A systems analyst there developed a software program that enables the papers' Atex equipment to operate as a partial pagination system.

John R. Stackpole Jr., a former composing room worker and the program's writer, calls the process "modular output." The end product is a series of news stories that have been broken into the desired number of "legs"—columns of type— and topped by a headline. Each story with its headline is typeset as a unit, which is easily pasted onto a page without traditional cutting and positioning.

The key to the process is a format program that gives an editor added control and flexibility in laying out news columns.

Essentially, modular output provides editors with the ability to determine the number and depth of columns and to position heads, copy, cutlines and spaces for photographs and other artwork.



Stackpole holds modularly composed page.

Although the editors are not provided with a visual representation on their VDT screens of the complete composed area as it will ultimately appear, they are still able to adjust the tops and bottoms of columns, alter line leading in increments of one-tenth of a point, or change paragraph spacing to make an article fit the newshole and determine where the jump will begin.

What the editor sees on the screen, after the story is hyphenated and justified, is the copy as it will appear as "legs" of the typeset article. In the status line of a given file, the editor is told how many lines over or under the story is to fill the hole.

With modular output, editors are able to do selective editing within a story to make it fit the newshole, Stackpole said, instead of just cutting the article from the end. After the story is edited to fit the newshole, it is again hyphenated and justified before being sent to the typesetter.

In the composing room, modular output eliminates many paste-up problems such as crooked copy blocks and manual paragraph spacing.

While the approach does not eliminate the need for composing-room personnel, it does expedite the page-assembly process: No longer do paste-up people have to cut and position pieces of editorial material to assemble a story.

"I tried to make this program beneficial to editors," Stackpole said, adding that he simultaneously eased the burden on pasteup personnel.

According to Donald Teschner, a production engineer in the ANPA Technical Services Department, Stackpole's is a user friendly approach to area composition that effectively provides modular composition of news elements. Whereas most area composition systems require extensive use of typesetting codes, his uses simple layout formats.

"It's a fill-in-the-blanks approach to area composition of news text on an existing front-end system using easily followed formats," Teschner said. "You don't have to be a computer expert to be able to use the formats. I think his theory and concept are very valid."

Modular output was first used in composing special sections, such as features and food, but in June, the Norfolk dailies began using the process in the news sections.

Stackpole reported that some early bugs and unfamiliarity with the new process caused some editors to pooh-pooh modular output initially, but nearly everyone now uses it to put together their sections. Much of the success of modular output, he said, is the editorial department's continued interest in using the formats and an ongoing dialogue between editors and him on ways of improving the formats.

Modular output, which took Stackpole a year to develop, had its origins in display-advertising makeup. Stackpole wrote a format making it possible to use Atex editorial terminals to compose automatically a supermarket ad the newspaper ran frequently.

Where it used to take compositors four and a half hours to compose the ad on a Raycomp terminal, Stackpole found that the same ad could be composed in 30 minutes using his programmed format on an Atex terminal. Stackpole said the underlying concept behind modular output is allowing the computers, not people, to do the calculations and parameter adjustments.

The typesetter currently being used by The Virginian-Pilot and The Ledger-Star cannot produce anything wider than four columns. However, the papers have a new typesetter on order that will handle the width of a full page.

And Stackpole said he believes his modular-output program can be expanded to compose and typeset all the copy for a page at one time—in other words, a version of full-page pagination.

He said that by assigning x and y coordinates, the editor will be able to position stories and headlines. When typeset, they will appear in the space they will occupy on the printed page. —*Paul Kruglinski*

'Anugwire' spurs progress

Newspapers using Atex front-end systems share a secret. It's called Anugwire—an informal acronym for Atex Newspaper Users Group Wire—and it's proving to be a bonanza of timely tips and relevant information for a select audience.

Anugwire is an electronic newsletter prepared weekly by Atex Users Group members and sent, via Associated Press and United Press International wires, to about 100 of the 160 newspapers worldwide that have Atex front-end systems.

Through Anugwire, which began operation on Feb. 14, 1983, and replaced a printed newsletter that had been published infrequently, Atex users are able to share information on problems with their systems, on program formats and on other high-technology developments.

For instance, the use of personal computers as remote terminals was spurred on when users-group members across the country read in their Anugwire queue about this innovation at other newspapers [presstime, June 1984, p. 12].

Also, data-processing people frequently publish, by Anugwire, the programs they write for the Radio Shack TRS Model 100 portable computer. The newsletter even contains questionnaires and publishes speeches and reports of the users-group committee meetings.

Anugwire is the brainchild of Paul Schulman, news systems manager at The Record in Hackensack, N.J. While presiding over the users group in 1982-83, he appointed a resource committee to determine the feasibility of such a newsletter. In December 1982, the committee recommended guidelines for Anugwire, and the service was on line by the following Valentine's Day.

"We had all this good knowledge," Schulman said of the reasons for starting the venture, "but the knowledge was geographically confined to (each newspaper's) building."

Daniel T. Sullivan, Atex newsroom manager at the Chicago Sun-Times, serves as Anugwire editor, but he says his role is more akin to traffic cop for an information clearinghouse.

According to Faith Christine, the group's treasurer and the computer systems coordinator for the Minneapolis Star and Tribune, the publication is put together officially by the groups' committee chairmen on a rotating basis. However, unofficially, "anybody who's got something sends it to Sully (Sullivan) in Chicago."

Every Wednesday evening the newsletter, which would average four to 10 pages if it were typewritten, moves over the wires. About three-fourths of the users-group members get it from AP, and initially, AP charged for the service. But now the Anugwire is carried gratis by both wire services.

VU/TEXT holds Anugwire as part of its electronic database and charges $10 per hour to search back issues. □

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TECHNOLOGY CALENDAR

- **Gutenberg USA**, an international graphic arts exhibition, will be July 12-15 at McCormick Place in Chicago.
- **IPEX '84**, an international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.
- The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.
- **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference, which will feature electronic components, equipment and systems, will be the first of its kind to be sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.
- The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.
- The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.
- **Graph Expo '84 East**, a printing show, will be Oct. 14-17 at the Coliseum in New York City.
- The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.

TECHNOLOGY NOTES

- Rochester Institute of Technology's School of Printing opened a **newspaper production laboratory** with equipment valued at $1.5 million donated by 14 vendors.

  Among the equipment: a four-unit offset press, an editorial front-end system, a photo-direct platemaker and a color separator.
- Itek Composition Systems Corp. and Hendrix Technologies Inc. entered into an original-equipment-manufacturers agreement covering **distribution of diskette data-conversion systems** known as Multi-Disk Reader and The CONVERTER.

  The systems allow translation and transferral of data from 50 different computer systems' floppy diskettes to a variety of host systems.
- Compugraphic Corp. **has signed an OEM agreement** with Bedford Computer Corp. that enables Bedford to market Compugraphic model 8400 and 8600 typesetters.

Speeches available from '84 Conference & Exposition

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center.

Monday, June 11

General Session

- **Welcoming Address: Charles E. Glover,** president, Cox Enterprises Inc., Atlanta
- **Address by the ANPA Chairman and President, Richard J. V. Johnson,** president, Houston Chronicle

Theme: Distribution
Issues

- **Where We Stand Now on Unfair Shared Mail, Otto Silha,** chairman of the board, Cowles Media Co., Minneapolis
- **The Post Office Point of View, Postmaster General William F. Bolger,** U.S. Postal Service, Washington
- **Advo Marriage Mail, John A. Valentine,** president, Advo-System Inc., Hartford, Conn.
- **A Major Retailer's Wants and Needs, Richard A. Trea,** market media manager, J.C. Penney Co., New York

Answers

- **Strategic Packaging and Pricing, Jerome S. Tilis,** senior vice president, Philadelphia Inquirer and Daily News
- **Combatting the Marriage Mailer, Richard J. Kaspar,** vice president and general manager, The Columbus (Ga.) Ledger and Enquirer
- **Setting Up and Maintaining Subscriber/Nonsubscriber Lists, Lindsey Wulff,** director of information systems and telecomputing, Lee Enterprises Inc., Davenport, Iowa
- **On-Line Inserting: Our Capabilities Today, Joe Hladky III,** president and publisher, The Gazette Co., Cedar Rapids, Iowa
- **Off-Line Inserting: Our Capabilities Today, Robert L. Moyer,** vice president/operations, Small Newspapers, Kankakee, Ill.

Tuesday, June 12

General Session—Theme: Color and Product Quality
Issues

- **Our Color World, Dr. Robert W. Chestnut,** senior vice president and research director, Advertising Research Foundation, New York
- **Color in Newspapers From the Agency Point of View, George M. Rogers,** senior vice president, D'Arcy MacManus Masius, Bloomfield Hills, Mich.

Answers

- **An Editor's Perspective, David Lawrence Jr.,** vice president and executive editor, Detroit Free Press
- **An Advertising Director's Perspective, Dennis Berry,** advertising director, Atlanta Journal and Constitution
- **A Publisher's Perspective, Harold Lifvendahl,** president, publisher and chief executive officer, The Orlando Sentinel
- **The Production and Operations Perspective, Charles R. Blevins,** vice president/production, Gannett Co. Inc., Rosslyn, Va.
- **Achieving Quality, Stan Richmond,** vice president/systems and engineering newspaper operations, Harte-Hanks Communications Inc., San Antonio

Three Concurrent Symposia
Symposium I: Color—A Systems Approach

- **Panelists: Michael E. Foley,** managing editor, St. Petersburg Times, **William Howard,** color lab supervisor, St. Petersburg Times, **Walter D. George,** vice president/production, The Press Democrat, Santa Rosa, Calif., **Michael Bella,** vice president/production director, The Times Journal Co., Springfield, Va.

Symposium II: Environmental Issues

- **Environmental Problems—They Won't Go Away, Howard R. Brown,** medical director, The New York Times Co.
- **Health Care Costs—Pay Now or Pay Later, Wayne O. Buck,** medical director, Los Angeles Times
- **VDT Legislation, Claudia M. James,** ANPA counsel
- **Newspapers' Waste Problems—How to Handle Them, Richard W. Neergaard,** ANPA assistant environmental coordinator

Symposium III: Telecommunications—Internal Operations

- **Impact of Divestiture, James J. Sobczak,** vice president/telecommunications, Bank of America, San Francisco
- **The Phone Room: How to Get More Value From Your Telephone System, Robert A. Fusie,** general manager, Quad-City Times, Davenport, Iowa
- **Paging Systems: How to Improve Distribution, John Friedman,** circulation services director, Philadelphia Inquirer and Daily News
- **Teleconferencing Opportunities and Options, Charlton R. Price,** senior consultant, Lawrence-Leiter and Co., Kansas City, Mo.
- **Making It Work: Managing Your Telecommunications System, Shirley A. Conover,** vice president and director of communication services, Chicago Tribune Co.

Wednesday, June 13

General Session—Theme: Efficiencies
Issues

- **Electronic Systems: Status or Status Quo?, John W. Seybold,** publisher, Seybold Publications Inc., Media, Pa.
- **Press Decisions, Ralph Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami
- **Pagination: CPU to Plate/Film, Charles J. Gallagher,** production director, The Observer-Dispatch, Utica, N.Y.
- **Personal Computers and Networking, James N. Longson,** vice president and director of technology development, Tribune Co., Chicago

Three Concurrent Symposia
Answers
Symposium I: Press Decisions

- **Direct Lithography—Milwaukee Style, Kenneth W. Adams,** vice president and production director, Milwaukee Journal and Sentinel
- **Our Approach to a Total Flexo Conversion, Tom Might,** vice president/production, The Washington Post
- **New Flexo Units, James Missroon,** flexo coordinator, Atlanta Journal and Constitution
- **The LOC System—Alive and Well, Charles J. Morrow,** director of production, Los Angeles Times
- **Anilox (Keyless Inking) on a Goss Metro Offset, George E. Botsko,** production director, Burlington County Times, Willingboro, N.J.

Symposium II: Newsroom

- **Electronic Libraries—Where Do We Stand, Robert J. Farquhar,** director of new systems, The Daily Oklahoman, Oklahoma City
- **VU/TEXT: Knight-Ridder's Regional Library Service, Peter T. Leach,** director of operations, VU/TEXT Information Services Inc., Philadelphia
- **Electronic Darkroom, Richard G. Atkins,** director of communications, Associated Press, New York
- **Pagination Progress Reports, Rodgers Adams,** assistant to the executive editor, Minneapolis Star and Tribune, and **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.

Symposium III: Personal Computers

- **The Personal Computer as a Circulation Management Tool, Stephen R. Helm,** administrative manager, Kansas City (Mo.) Star
- **Using Personal Computers to Manage Telecommunications Operations, Shirley A. Conover,** vice president and director of communication services, Chicago Tribune Co.
- **The Use of Microcomputers in the Newspaper, Barry T. Peckham,** assistant controller, The Dallas Morning News

Court overturns NLRB order to publish column

The National Labor Relations Board does not have the power to order a newspaper to publish material it chooses not to publish, the U.S. Court of Appeals, District of Columbia Circuit, has ruled.

The decision came in a labor relations case involving The Herald News of Passaic, N.J., in which the board had ordered the newspaper to resume publication of Mitchell [Mike] J. Stoddard's weekly column.

The NLRB found that the controversial column addressing issues affecting Northern New Jersey was discontinued shortly after a representation election that led to certification of Local 8 of the Graphic Communications International Union as bargaining agent for the newspaper's editorial employees.

It decided the company's action was "a reprisal" against Stoddard for having taken an active role on behalf of the union.

The newspaper appealed the board's order to the court, and ANPA filed a friend-of-the-court brief arguing that the board's remedy of compelled publication was unconstitutional [presstime, Jan. 1984, p. 51].

In its June 15 ruling, the court upheld the board's finding that the newspaper engaged in unfair labor practices. It agreed with the board that the terms and conditions of Stoddard's employment had been adversely affected as a reprisal for engaging in union activities and that the company's action was discriminatory.

The court, however, held that the portion of the board's order requiring the newspaper to resume publication of Stoddard's column "impermissibly attempts to compel the company to publish what it prefers to withhold in violation of the First Amendment" and declined to enforce that part of the order.

The order would inject the board into the editorial decision-making process on an ongoing basis, the court noted. "The Supreme Court has implied consistently that newspapers have absolute discretion to determine the contents of their newspapers," the court said.

The board's objectives to ensure that the newspaper does not retaliate against Stoddard for his union activities and to fashion a "meaningful" remedy for unlawful discrimination may be valid ones, the court said, but "valid objectives are insufficient to permit the board" to require publication of his column.

"Implementation of a remedy that requires governmental coercion gives rise to a confrontation with the First Amendment," the court said.

Quoting in part from the U.S. Supreme Court's 1974 decision in *Miami Herald v. Tornillo*, the appellate court said: "To enforce the board's order would require this court to recognize, for the first time, that government regulation of the material to go into a newspaper 'can be exercised consistent with the First Amendment guarantees of a free press as they have evolved to this time.' We decline to do so."

The board's remedy "must yield to the company's First Amendment interest" in retaining control over prospective editorial decisions, the court said.

The court remanded the case to the NLRB to enable it to invoke any specific, alternate remedies consistent with the opinion to ensure that Stoddard is not retaliated against for his union activities.

ANPA Vice President/General Counsel W. Terry Maguire said the court's "sensitive and thoughtful discussion" of the First Amendment issue "only reinforces its holding that the board may not disregard the First Amendment and that a publisher is entitled to retain control over prospective editorial decisions."

It was undecided at press time whether the company will appeal the ruling.

(Passaic Daily News, t/a The Herald News v. NLRB, USCA DC No. 83-1661)

Ex-staffers sue ITU pension plan

Two former employees of the International Typographical Union Negotiated Pension Plan have filed a lawsuit against the plan, its administrator and nine trustees.

Plaintiffs in the civil action in federal District Court in Colorado are Gordon W. Miner and James S. Schell. Both contend they were unlawfully discharged from the plan's Colorado Springs office by Administrator Carl E. Hatton.

Schell, 61, was employed as deputy administrator of the plan from Sept. 6, 1976, until April 12, 1984. Miner, 51, was assistant to the administrator from July 3, 1978, until March 23, 1984.

The complaint alleges that they were fired for investigating whether Hatton was serving as a director of the Intrawest Bank in Colorado Springs, which provides services to the plan. It also alleges that Hatton misused his authority to promote his personal interests.

Each plaintiff is seeking $500,000 in damages for "mental suffering and distress and damage to reputation" and $1 million in punitive damages. Also, Schell is seeking either reinstatement or $330,000, and Minor seeks reinstatement or $1,400,000.

The plaintiffs' suit was filed under the federal Employee Retirement Income Security Act of 1974 and the laws of Colorado.

Hatton did not return phone calls from presstime for comment.

Judge denies petition to cite ITU for contempt

A federal judge in San Francisco June 18 denied a petition by six members of the International Typographical Union for a contempt citation against the union's officers for allegedly violating a court ban on the use of union funds to promote a merger of the ITU and the Teamsters.

U.S. District Judge Thelton E. Henderson had earlier forbidden the ITU and its five-member executive council from spending any ITU funds "to merge or affiliate" the union with any other organization [presstime, June 1984, p. 61].

At the time of his decision, Henderson gave no reason for denying the petition.

Meanwhile, the results of a rerun election for the ITU's five top offices are expected to be known the end of July. Ballots were mailed June 22 to the union's members. The entire election process is being supervised by the U.S. Department of Labor.

Former First Vice President Robert S. McMichen defeated incumbent President Joe Bingel by nearly 5,000 votes in the first election.

NLRB overturned by appeals court on daily's refusal to bargain

The 6th U.S. Circuit Court of Appeals has refused to enforce an NLRB order directing the Medina County (Ohio) Gazette to bargain with a union over an initial labor agreement.

The case stems from a 1981 NLRB election in which a unit of all full-time and regular part-time employees voted 38-37 in favor of representation by Cleveland Typographical Union No. 53. The company filed challenges to three ballots cast in the election, but the board overruled all of them.

The daily refused to bargain on grounds that the board erroneously included Steve Dungen, the sports editor at the time of the election, within the unit [presstime, April 1983, p. 47].

At the representation hearing before the election, the newspaper contended that Dungen should not be included as an employee because he was a supervisor. The NLRB regional director, however, included him in the unit, and the board denied the company's request for review of the decision.

In its action before the court, the board acknowledged that Dungen had once disciplined an employee, thus acting as a supervisor. But the board said "this single incident" was "too isolated" to establish Dungen's status as a supervisor.

The court rejected the board's argument, saying that "6th Circuit law" does not address itself to the amount of time during which an employee exercises supervisory power. "It is the existence of the power which determines whether an employee is a supervisor," the court noted.

The board "erred as a matter of law" in finding that Dungen could not be a supervisor on the basis of his infrequent or isolated exercise of supervisory power, the court said.

(NLRB v. Medina County Publications Inc., USCA No. 83-3171)

Paper ordered to restore pressmen's health plan

The Milwaukee Journal and Sentinel violated the Taft-Hartley Act by unilaterally changing the health-care plan covering pressroom employees, according to an NLRB administrative law judge.

In January 1983, the company notified Milwaukee Newspaper and Graphic Communications Union No. 23, the pressmen's bargaining agent, that changes in the plan would be put into effect April 1, 1983.

The plan covers all employees at the papers. The company distributed information to employees about the changes and held a series of meetings to answer their questions.

The pressmen's union, however, asserted that under its labor agreement the company could not change benefits without mutual agreement. At a March 10, 1983, meeting, the company suggested that the pressmen might retain their prior benefits if they were set up as a separate group for health care purposes apart from all other employees. This, however, would make their coverage more expensive to the pressmen, and the suggestion was rejected by the union.

The changes were put into effect April 1. Meanwhile, the union filed charges with the NLRB.

The labor agreement provides that "conditions of employment" in effect upon signing of the agreement "shall remain in effect during the life of this agreement unless changed by mutual consent."

In the hearing before Judge Thomas E. Bracken, the company pointed out that for many years it has maintained a uniform health-benefits policy and had previously made changes without seeking or securing the consent of the union.

Bracken, however, found that the company "clearly did not bargain in good faith" with the union before implementing the changes. Under the bargaining agreement, he ruled, changes in medical benefits could not be made without the union's consent.

Bracken recommended that the board order the company to restore the health-care plan for pressmen that was in effect prior to April 1, 1983. The company did not appeal his recommended order.

(Newspapers Inc. and Milwaukee Newspaper and Graphic Communications Union No. 23, JD-186-84)

NLRB elections

Hammond (Ind.) Times, GCIU: Pressroom employees voted 6-2 against further representation by Chicago Web Printing Pressmen's Union No. 7, an affiliate of the Graphic Communications International Union.
(NLRB Case No. 13-RD-1531)

Milwaukee Journal and Sentinel, Guild: Editorial and library employees at the employee-owned newspapers voted 161-136 in favor of representation by The Newspaper Guild.
(NLRB Case No. 30-RC-4343)

Olympia (Wash.) Olympian, GCIU: Part-time mailroom employees voted 16-1 in favor of representation by Local 182C of the GCIU.
(NLRB Case No. 19-RC-10895)

Redding (Calif.) Record Searchlight, GCIU: Pressroom employees voted 7-0 against continued representation by Sacramento Printing Pressmen's and Assistants' Union No. 60, an affiliate of the GCIU.
(NLRB Case No. 20-RD-181)

Sarasota (Fla.) Herald-Tribune, GCIU: Pressroom employees voted 15-10 against further representation by Local 565 of the GCIU.
(NLRB Case No. 12-RD-515)

Yakima (Wash.) Herald-Republic, ITU: Mailroom employees voted 17-9 in favor of continued representation by Typographical Union No. 614.
(NLRB Case No. 19-RD-2189)

Recent settlements

Chicago Sun-Times and Chicago Tribune, Teamsters: Three-year agreement covering drivers; retroactive to Dec. 15, 1983.

Rocky Mountain News, Denver, GCIU: Thirty-month agreement covering photoengravers; retroactive to Oct. 2, 1983.

Newsday, Long Island, N.Y., GCIU: Three-year agreement covering editorial employees; retroactive to April 1, 1984.

San Jose (Calif.) Mercury News, GCIU: Forty-two-month agreement covering photoengravers; retroactive to Jan. 1, 1983.

Washington Post, ITU: Twenty-three-month agreement covering mailroom employees; retroactive to Feb. 14, 1982.

(Details in July 1984 ANPA Labor & Personnel Relations Letter.)

NLRB upholds company's work assignment

The National Labor Relations Board has ruled that Columbia Typographical Union No. 101 does not have jurisdiction over maintenance work on video display terminals in the newsroom and in the classified advertising department of The Washington Post.

The ruling upheld the company's assignment of the work on about 620 VDTs to employees represented by Local 26 of the International Brotherhood of Electrical Workers.

As many newspapers have done, the Post established a technical services department that is responsible for the maintenance of electronic equipment outside the composing room [presstime, Oct. 1981, p. 4]. The electricians in the department are represented by the IBEW.

The typographical union had claimed jurisdiction over VDTs in the newsroom and in the classified advertising department on grounds that the machines were "performing composing room work." It did not claim jurisdiction over terminals in the accounting, circulation and advertising services departments.

Among the factors relied on by the three-member panel in making its decision were the electricians' labor agreement and the extensive training they had received. It noted that their contract "specifically covers electrical and electronic work outside the composing room."

In past jurisdictional disputes between locals of the International Typographical Union and the IBEW involving the maintenance, servicing and repairing of electronic equipment at the New York Daily News and The New York Times, the NLRB has awarded the work to typographers [presstime, Dec. 1980, p. 40].

(International Brotherhood of Electrical Workers, Local 26, and The Washington Post Co. and International Typographical Union, 268 NLRB No. 141)

Firing did not violate act

An NLRB administrative law judge has recommended dismissal of a complaint against the Daily Racing Form arising from the 1979 discharge of a pressman at its Chicago plant.

The complaint alleged that Peter Condic was fired because he threatened to inform the Occupational Safety and Health Administration that a glass panel in the foyer of the company's new plant was unsafe because it was difficult to see. Already, one employee had walked into the panel, he said.

The company contended that Condic was dismissed for insubordination, interfering with production at a critical point, leaving his job just prior to a press run and repeatedly refusing to return to work when ordered to do so by the general manager.

Judge Claude R. Wolfe said he did not have to determine whether the company's contentions had merit because the complaint "must be dismissed on other grounds." Those grounds were that Condic was not engaged in any collective activity protected under the Taft-Hartley Act when he complained about the alleged unsafe condition.

"In short," Wolfe said, "Condic was acting unilaterally on the basis of his personal view of the safety factor involved, and was not engaged in concerted activity."

[In a recent case involving The New York Times, another NLRB judge observed that the board "has recently been more reluctant to apply a presumption of concertedness" to individual complaints about working conditions [presstime, March 1984, p. 46].]

(Daily Racing Form Inc. and Condic, JD-16-84)

Deliverers' union took illegal action

The NLRB has agreed with an administrative law judge that an independent deliverers' union violated the Taft-Hartley Act during a 1983 strike by another union against the New York Amsterdam News.

The board found that after Local 3 of The Newspaper Guild struck the New York City weekly, representatives of the Newspaper and Mail Deliverers' Union unlawfully induced employees of wholesalers not to handle the newspaper. The deliverers' union was ordered to "cease and desist" from such conduct [presstime, Sept. 1983, p. 34].

(Newspaper and Mail Deliverers' Union, 269 NLRB No. 15)

Discharge lawful, but judge orders new election

The Camden (N.J.) Courier-Post did not commit an unfair labor practice when it fired an employee during a union organizing campaign, an NLRB administrative law judge has ruled.

At the same time, Judge James L. O'Meara found that the newspaper had discriminated against another employee by permanently transferring her from the day shift to the night shift. He also set aside a representation election and directed that a new one be conducted.

The union, however, subsequently withdrew its petition for an election.

The case arose in 1982 when Local 628 of the Teamsters attempted to organize the newspaper's small data processing department. Bryan Sunkett, a keypunch operator and union supporter, was fired as a security risk after the company learned he had been collecting unemployment benefits from the state while working full time at the newspaper.

The union filed charges with the NLRB alleging, among other things, that Sunkett had been illegally discharged because of his union activity. But Judge O'Meara found that Sunkett's dismissal was based on his "criminal conduct" and the company's "justifiable conclusion that he represented a potential breach of security in a sensitive area."

Noting that other employees had been fired for dishonesty, O'Meara found the newspaper's action was not discriminatory. "Sunkett was discharged for good cause and that cause would have resulted in his discharge had he not been involved in the union's organizing efforts," he said.

In other areas, the judge found that the transfer of Debra Klimek to the night shift had "a tendency" to interfere with employees' free choice of representation in the Aug. 17, 1982, election. He said the transfer was made "to punish" Klimek for her activities on behalf of the union and to discourage her and other employees from supporting the union.

In the election, two votes were cast for the union, two for no union, and there was an uncounted challenged ballot on which the final tally hinged. O'Meara sustained union objections to the election and directed that a new one be scheduled.

(Southern New Jersey Newspapers Inc. and Philadelphia Newspaper and Magazine Chauffeurs and Handlers Local 628, JD-58-84)

Consumption continues upward climb for newspapers, all users

The estimated newsprint consumption of all U.S. users increased 5.5 percent in May from the same month a year earlier.

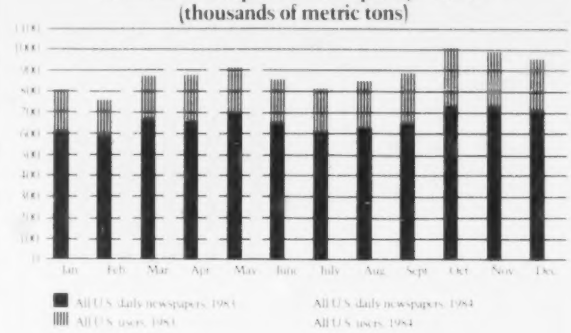
During the first five months this year, consumption by all users was 8.7-percent above 1983 levels.

Consumption by U.S. daily newspapers rose 3.6 percent this past May, even though May 1983 had one more Sunday. For the five-month period, U.S. dailies consumed 5.6-percent more newsprint then they did a year earlier.

At the end of May, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 43 days, two days more than at the same time last year. Stocks of North American mills the end of May were about one-third below May 1983 levels.

The May operating rate for Canadian mills was 99 percent, and for U.S. mills, it was 95.4 percent.

Shipments from Canadian mills for the first five months of the year were up 8.9 percent from the same period in 1983. Canadian shipments to the U.S. increased 10 percent while exports elsewhere were relatively stable. Shipments within Canada increased 14.4 percent.



Estimated consumption of all U.S. users

	1984	1983	% Change
March totals	946,000	875,000	+8.1
April totals	969,000(r)	879,000	+10.2(r)
May totals	970,000(p)	919,000	+5.5(p)
Five-month totals	4,612,000(p)	4,242,000	+8.7(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	April 1984	April 1983	% Change
Northeast	167,648	159,008	+5.4
North Central	148,342	141,015	+5.2
South	227,433	206,660	+10.0
West	159,083	144,005	+10.5
Circulation size			
up to 25,000	46,948	42,154	11.4
25,001-100,000	122,868	124,196	-1.1
Over 100,000	532,892	474,238	+12.4
April totals	702,708(r)	640,588	+9.7(r)
Four-month totals	2,673,570(r)	2,518,467	+6.2(r)
Region	**May 1984**	**May 1983**	**% Change**
Northeast	172,384	174,107	-1.0
North Central	153,653	151,290	+1.6
South	233,284	217,840	+7.1
West	158,076	151,019	+4.7
Circulation size			
up to 25,000	49,305	54,668	-9.8
25,001-100,000	128,361	132,619	-3.2
Over 100,000	541,711	507,049	+6.8
May totals	719,377(p)	694,336	+3.6(p)
Five-month totals	3,392,967(p)	3,212,803	+5.6(p)

Production

	Canada	U.S.A.	North America
May 1984	811,068	435,896	1,246,964
May 1983	723,682	398,944	1,122,626
Increase	+87,386	+36,952	+124,338
	+12.0%	+9.3%	+11.0%
Five months 1984	3,592,847	2,118,429	5,711,276
Five months 1983	3,437,253	1,949,739	5,386,992
Increase	+155,594	+168,690	+324,284
	+4.5%	+8.7%	+6.0%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1984	611,729	99,107	138,875	849,711
May 1983	486,769	81,738	114,088	682,595
Five months 1984	2,595,590	438,258	535,239	3,569,087
Five months 1983	2,360,168	383,041	535,314	3,278,523
Increase or decrease	+235,422	+55,217	-75	+290,564
	+10.0%	+14.4%	-0.0%	+8.9%
From U.S. mills				
May 1984	416,599	----	34,239	450,838
May 1983	377,991	----	25,644	403,635
Five months 1984	2,055,302	----	114,232	2,169,534
Five months 1983	1,778,523	----	101,228	1,879,751
Increase	+276,779	----	+13,004	+289,783
	+15.6%	----	+12.8%	+15.4%
From North American mills				
May 1984	1,028,328	99,107	173,114	1,300,549
May 1983	864,760	81,738	139,732	1,086,230
Five months 1984	4,650,892	438,258	649,471	5,738,621
Five months 1983	4,138,691	383,041	636,542	5,158,274
Increase	+512,201	+55,217	+12,929	+580,347
	+12.4%	+14.4%	+2.0%	+11.3%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
March 1984	777,550	44	5
March 1983	804,829	40	5
April 1984	770,386(r)	43	6
April 1983	780,015	46	5
May 1984	808,386(p)	46(p)	7(p)
May 1983	745,906	43	6
Canadian mills			
May 1984	326,743	--	--
May 1983	415,030	--	--
U.S. mills			
May 1984	49,601	--	--
May 1983	156,397	--	--

[1]Based on statistical data from ANPA-member newspapers in statistical sample. Stated in thousand metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample.
r = revised p = preliminary

ANPA Calendar

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA/Newspaper Advertising Bureau/Audit Bureau of Circulations Liaison Committee meeting
The Washington Post Co., July 12

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., July 23-27

AUGUST

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
University of Florida, Gainesville, Aug. 4

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

Executive Subcommittee of the ANPA/NAB-ABC Liaison Committee meeting
Keystone Lodge, Keystone, Colo., Aug. 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 28

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA/American Bar Association Task Force meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 20

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 20-21

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Château Montebello, Montebello, Quebec, Sept. 20-21

ANPA Industry Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 24-25

ANPA Convention Arrangements Committee meeting
Miami Beach, Sept. 28

OCTOBER

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 1-5

ANPA Telecommunications Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

ANPA Foundation Newspapers in Education Instructor Training Seminar
Airlie House Conference Center, Airlie, Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium
O'Hare Marriott, Chicago, Oct. 11-12

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Speeches

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Steven Neal

Reed Sarratt

Maxwell E. McCombs

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Developing a Peace Policy Between the U.S. and U.S.S.R.
Richard M. Nixon, former President of the United States. American Society of Newspaper Editors annual convention, Washington, D.C., May 9.

Safety and Health Effects of VDTs in the Workplace
Howard R. Brown, medical director, The New York Times Co., and George Cashau, ANPA director/technical research. House Education and Labor Committee's Subcommittee on Health and Safety, Washington, D.C., June 5.

Joint Newspaper Responses to Preprint Distribution
Fred D. Crisp, advertising director, The News and Observer and The Raleigh (N.C.) Times. Southern Newspaper Publishers Association Key Executives Conference, Memphis, May 21.

Impartiality in Political Reporting
Steven Neal, political writer, Chicago Tribune. Ruhl Symposium annual lecture, University of Oregon, Eugene, May 10.

The Impact of USA Today on American Newspapers
Reed Sarratt, executive director, Southern Newspaper Publishers Association, Atlanta. New Frontiers of Periodical Design Seminar, University of Navarra, Pamplona, Spain, June 8.

How Research Benefits Editors and Newspaper Managers
Albert Gollin, associate research director, Newspaper Advertising Bureau, New York City. Newspaper Research Council semi-annual meeting, San Diego, May 7.

Rights, Responsibilities and Ethics of the Media
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Austria, the United States and Global Communication Symposium, Center for Austrian Studies, University of Minnesota, Minneapolis, May 18.

The U.S. Should "Stay the Course" with UNESCO
Leonard R. Sussman, executive director, Freedom House, New York City. House Foreign Affairs Committee's Subcommittees on Human Rights and International Organizations, and International Operations, Washington, D.C., April 26.

From the International Newspaper Promotion Association annual convention, Phoenix, May 20-23:

Keynote Address
Richard J. V. Johnson, ANPA Chairman and President, president, Houston Chronicle.

There Is Nothing So Practical as a Good Theory
Maxwell E. McCombs, John Ben Snow professor of research, S. I. Newhouse School of Public Communications, Syracuse University.

(Speeches from the June 9-13 ANPA Operations Management Conference & Exposition in Atlanta are listed on page 63.)

THANK YOU FOR VISITING MONTREAL!

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Two Canadian papers close; French-language daily starts

Canada lost one daily and added another, a French-language paper, in June after losing another daily in May.

In Newfoundland, The Daily News of St. John's ceased publication June 4 after more than 90 years. A story in the last edition of the morning tabloid cited financial difficulties as the reason for closing.

The Daily News had a circulation of about 10,000 and employed about 100 full-time and part-time workers.

St. John's still has one daily—the 36,307-circulation Evening Telegram. There now remain five Canadian cities with competitively owned English-language dailies.

In addition, The Daily Herald in Terrace, British Columbia, ceased publication May 25. Established as a weekly in 1908, it began Monday-through-Friday publication in 1977. The evening paper had about 3,700-circulation.

The Herald was the third British Columbia daily to disappear in less than a year. Last September, The Sentinel of Kamloops converted to three-times-a-week publication, and in November, The Columbian, serving Vancouver suburbs, closed [presstime, Dec. 1983, p. 54].

In Caraquet, New Brunswick, the privately owned L'Acadie Nouvelle began publication June 6 as a morning tabloid. It is the only French-language daily east of Quebec. L'Evangeline of Moncton folded in 1982.

A proposal to establish a new French-language daily in Moncton, L'Acadien, backed by a $4-million trust fund set up by the provincial government, has failed to advance beyond the discussion stage. Following L'Evangeline's closure, the New Brunswick Legislature unanimously endorsed a motion calling for government support of a French-language newspaper to be started as soon as possible. The New Brunswick Society of Acadians has refused to endorse the proposal for a government-backed paper.

Spanish-language daily to go national

A national edition of New York City's Spanish-language daily Noticias del Mundo will be launched in Los Angeles in either late July or early August.

The newspaper is owned by New York City-based News World Communications Inc., which also publishes the New York Tribune and The Washington Times. A national edition of the Times was started last April in California [presstime, March 1984, p. 52].

Noticias del Mundo will be introduced in Miami early next year, according to Richard H. Jones, who is heading the project. Target dates for entry into other cities, such as Dallas and Houston, have not been set.

Recent acquisition

Ottaway Newspapers Inc., a subsidiary of Dow Jones & Co. Inc., acquired the News-Sun of Sun City, Ariz., daily circulation 17,985.

Reuters stock sold for $309 million

Reuters' public stock offering produced revenue of $309 million from investors all over the world.

In the United States, the international news and information service sold nearly 7.5 million American depository shares—actually groups of six stock shares—at $16.50 each for a total of about $123 million. In Britain, 67.8 million shares were sold at $2.75 apiece for revenue of about $186 million.

One of the largest individual purchasers was the shiekhdom of Abu Dhabi, which bought about 12.5 percent of the total public offering.

In late June the American share price had risen to about $18, a good sign in the current market slump, said observers.

Gluck folds paper

Jeffrey M. Gluck, youthful publisher of the St. Louis Globe-Democrat, halted his fledgling St. Louis Evening News after only one month of publication. In announcing an end to the paper May 30, he said it had "done very poorly on the newsstands and in home delivery."

Gluck said he had overestimated the need for an afternoon daily after the rival St. Louis Post-Dispatch converted to morning publication at the end of February, just when Gluck took control of the Globe-Democrat [presstime, May 1984, p. 76].

Three weeks after closing the Evening News, Gluck sold Saturday Review to a group of investors for an undisclosed price. He had bought and revived the magazine after its announced death in 1982.

'Shoe'

By Jeff MacNelly

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

ANCAM approves office move to The Newspaper Center

The board of directors of the Association of Newspaper Classified Advertising Managers June 16 approved relocating the organization's headquarters from Danville, Ill., to The Newspaper Center in Reston, Va.

Richard E. Riggins, immediate past president of ANCAM, said the move will not be made before September 1987, at which time ANCAM General Manager Frank B. Harris will be eligible for retirement.

The move also is contingent upon the organization's accumulating enough money to finance the move without putting a strain on its resources, said Riggins, classified advertising manager of the St. Petersburg Times and Evening Independent. Riggins said the organization's board is confident that by 1987 ANCAM will have the necessary funds and will not have to dip into its reserves [presstime, March 1984, p. 53].

ANCAM would be the 10th newspaper organization to move its headquarters to The Newspaper Center.

More Canadians read daily newspapers

An increasing number of Canadians 18 and over are reading daily newspapers, according to the preliminary results of a new study of 30 markets by the Newspaper Marketing Bureau of Toronto.

Although average weekday readership levels are consistent with previous studies, the reader research service reported that weekend readership and "cumulative audiences" are growing.

The new study, which involved 24,500 telephone interviews and about 12,800 written questionnaires, will be updated every year, according to Robert B. McElhinney, NMB vice president/market development. "It's the biggest study on readership ever done in Canada," the NMB official said.

Details of the study were scheduled for release June 25.

Dole will confer on Conrail sale

Fourteen bids were submitted prior to the June 18 deadline for the purchase of Consolidated Rail Corp.

Transportation Secretary Elizabeth Hanford Dole will now confer with congressional leaders before recommending a course of action [presstime, June 1984, p. 50].

About one-third of ANPA's members are located in the area served by Conrail.

Globe and Mail adds 5th satellite plant

The Globe and Mail of Toronto added a fifth satellite plant to its national network June 5 in Brandon, Manitoba.

Satellite printing began in 1980 and printing operations have been launched in Ottawa, Calgary, Alberta, Vancouver, British Columbia, and Moncton, New Brunswick [presstime, May 1983, p. 18].

Publisher A. Roy Megarry said the circulation of the national edition has grown to 120,000.

Changes in command

The **Association of Newspaper Classified Advertising Managers,** at its annual convention June 17-21 in Salt Lake City, elected the following new officers:

- *President*—Clift H. Hansen, The Salt Lake Tribune and Deseret News
- *President-elect*—Herb Barger, Houston Chronicle
- *Second Vice President*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *Third Vice President*—James T. Conner, Morning Advocate & State Times, Baton Rouge, La.
- *Secretary-Treasurer*—Bill D. Horton, Fort Worth Star-Telegram

The **Newspaper Personnel Relations Association,** at its annual conference June 17-20 in San Antonio, elected the following new officers:

- *President*—Richard A. Williams, The Journal Co., Milwaukee
- *Vice President and President-elect*—Sara M. Brown, Los Angeles Times
- *Secretary-Treasurer*—Alvin Miller, The Record, Hackensack, N.J.

Easton research building back on market

The building in Easton, Pa., formerly occupied by the Association's technical staff, is back on the market.

Philippine Journalists Inc., a company associated with a major Philippine English-language daily newspaper, had entered into an agreement last year to purchase the facilities for $550,000 subject to mortgage approval [presstime, May 1983, p. 65]. The deal was not consummated.

Future ANPA meetings

Convention

Miami Beach, May 6-8, 1985
San Francisco, April 21-23, 1986
New York City, May 4-6, 1987
Honolulu, April 25-27, 1988
Chicago, April 24-26, 1989

Conference & Exposition

New Orleans, June 8-12, 1985
Atlanta, June 21-25, 1986
Las Vegas, June 6-10, 1987
Atlanta, June 11-15, 1988
New Orleans, June 10-14, 1989

Contra Costa Times
Walnut Creek, Calif. (circulation 77,358). Thomas D. Jones, president.

Freeport Journal Standard
Freeport, Ill. (circulation 18,489). Larry Shearer, publisher.

The Citizen
Auburn, N.Y. (circulation 16,698). James G. Marshall, publisher.

Black Mountain
Black Mountain, N.C. (circulation 2,600). James A. Aycock, publisher.

The Venice Gondolier
Venice, Fla. (circulation 9,900). Derek Dunn-Rankin, publisher.

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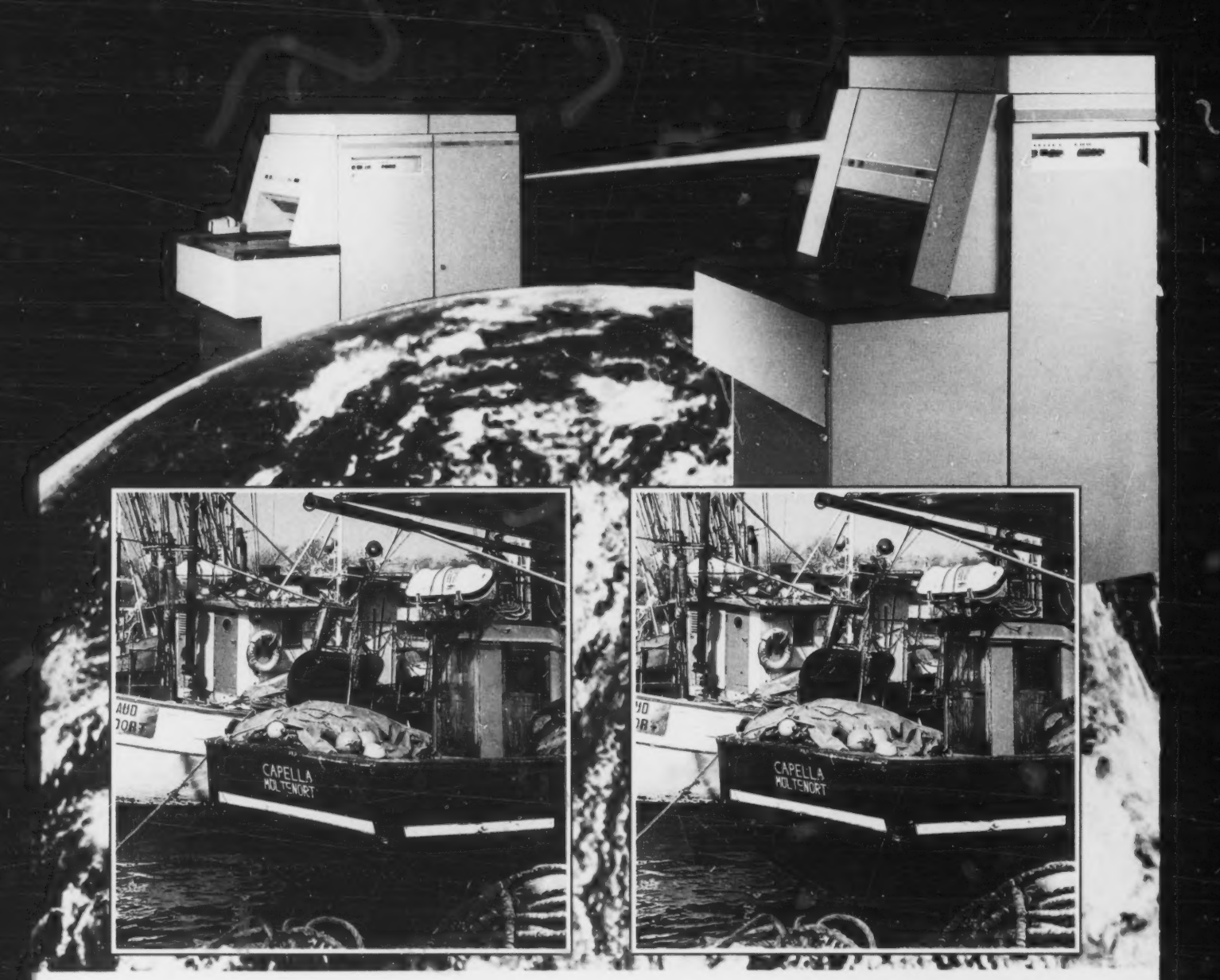

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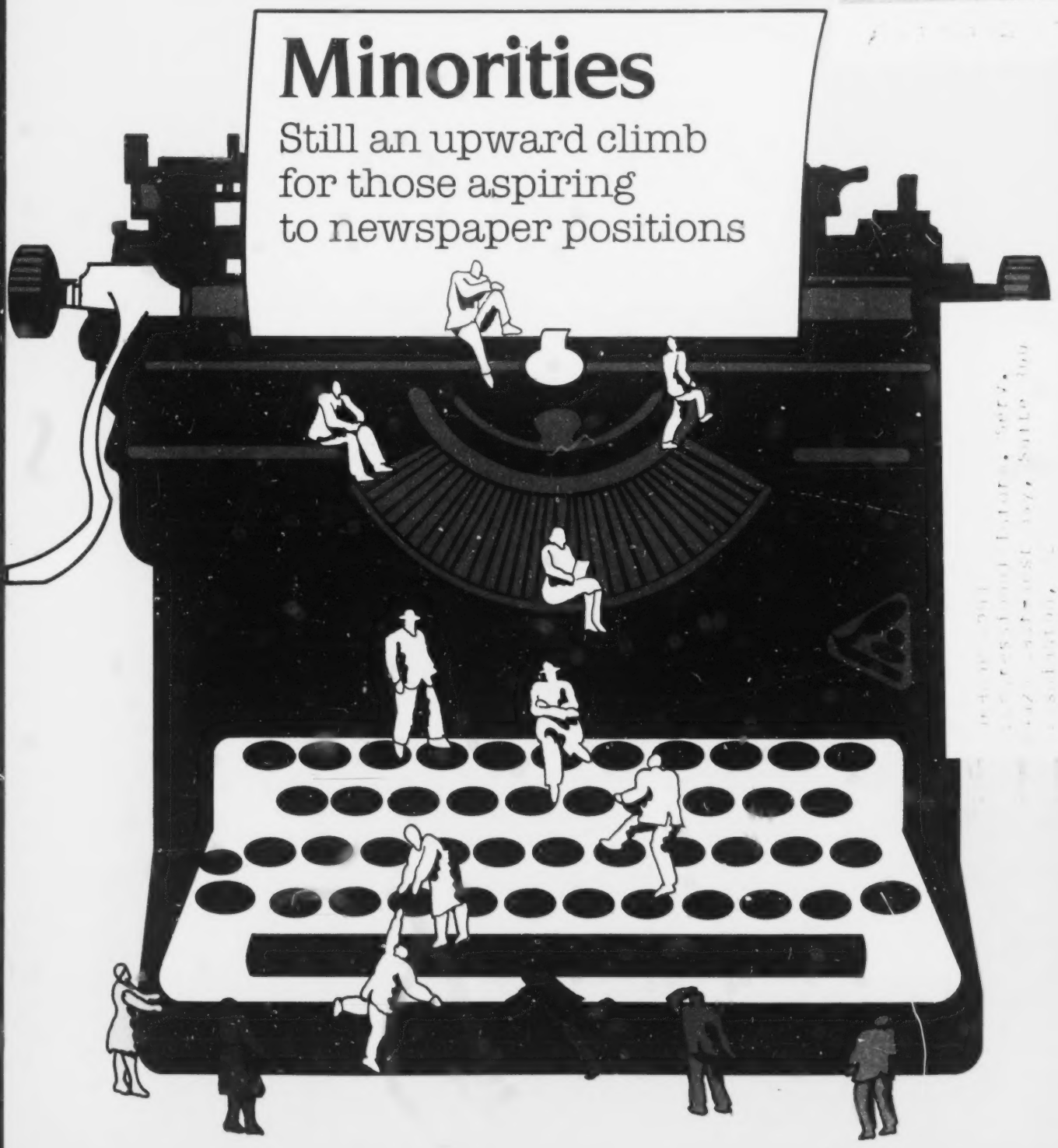
August 1984

presstime

The Journal of the American Newspaper Publishers Association

Minorities

Still an upward climb for those aspiring to newspaper positions



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A new UNIMAN 4/2 double width offset press is now "up and running" at The Daily Record of Morristown, New Jersey. One of the first newspapers in the country to use process color, The Daily Record requires high print quality to remain a leader in a fiercely competitive area. Publisher Norman Tomlinson believes that color is important to the success of his paper, which has grown to a circulation of 60,000 (70,000 Sunday). The UNIMAN 4/2 is already contributing to that success. As Mr. Tomlinson remarked, "It was most gratifying to be able to run acceptable process color from day one."

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Production Manager Tom Connolly arranged the seven press units and three color decks so that The Daily Record can run process color on the outside pages and center spread.

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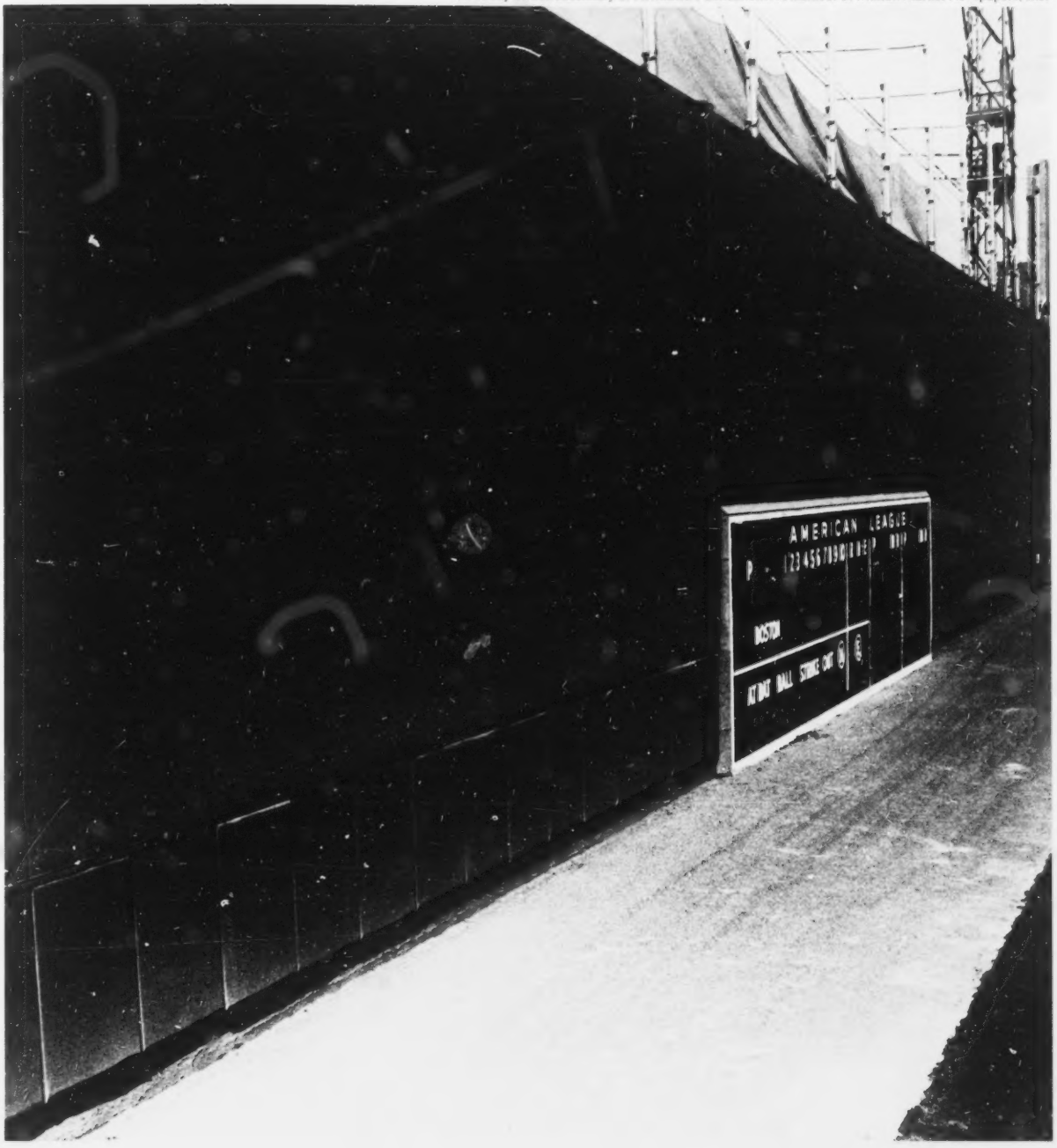

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A Nobel Peace Prize winner, Dr. Kissinger served as a consultant in the Kennedy and Johnson Administrations, and as Secretary of State under Presidents Nixon and Ford. He was responsible for arranging President Nixon's visit to China and successfully negotiating two disengagement agreements between the Egyptians and the Israelis over the Sinai Peninsula and a disengagement agreement between Syria and Israel on the Golan Heights.

Dr. Kissinger's two volumes of memoirs were national best-sellers in 1980 and 1982.

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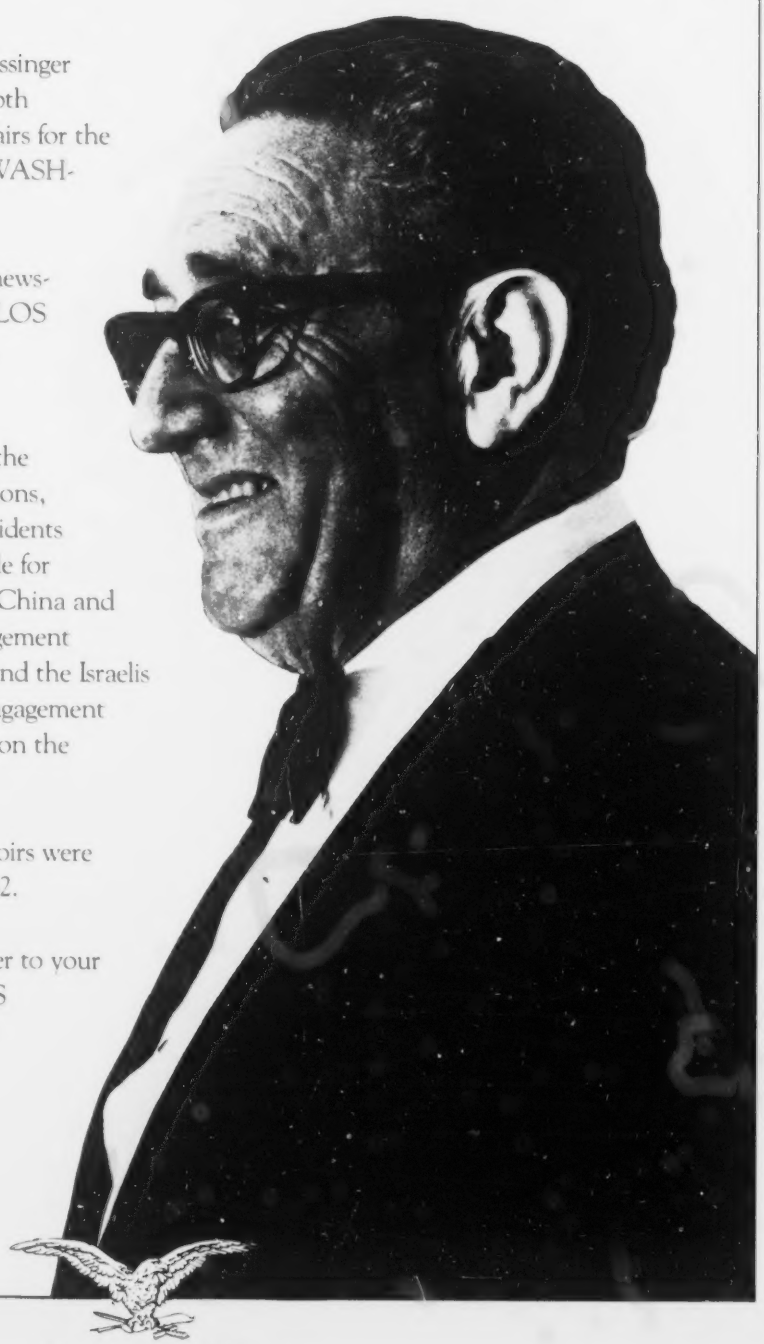

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INDEX VOLUME 6, NUMBER 8 AUGUST 1984

Special Report *Increasing minority employment at U.S. newspapers is an oft-stated goal. Echoes of the Kerner commission's castigation of the newspaper industry on its poor record in minority employment have reverberated throughout the newspaper business since the late 1960s. But has anyone been listening? This report goes beyond the newsroom and looks at the business as a whole. Newspapers that are in the vanguard explain why they are committed to increasing minority representation on their staffs. Minority staffers express their points of view. A sidebar lists places newspapers can turn for help in finding minority candidates for employment.* **14**

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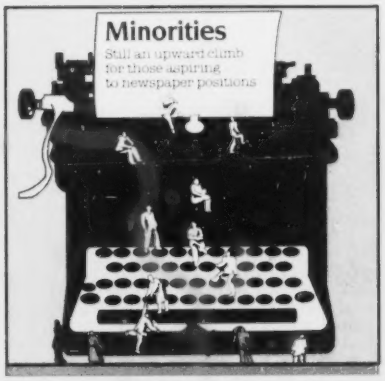

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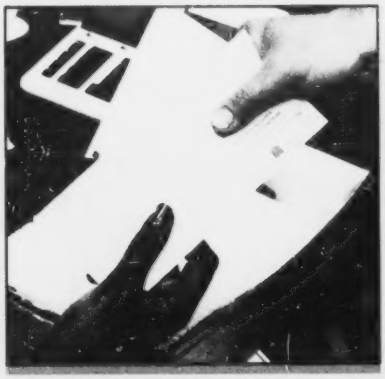
(Cover illustration by Robert Lovelace.)



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CHAIRMAN'S CORNER

Media and advertisers beware: Advertising tax threats are real

Here in Texas, the communications media, the advertising and the retail merchant communities have just gone through an experience that we believe merits our sharing it with newspaper executives and associations over the nation. We do so for two principal reasons.

First, we regard our Texas Experience, as we call it, something more than a provincial problem. Secondly, we hope the lessons we have learned will serve as a forewarning for the media and for those who create or use advertising.

Richard J. V. Johnson

Our experience began when a special session of the Legislature was called to consider broad reforms in our educational system, increased funds for highway construction and maintenance, and a bill for $4.8 billion in new taxes.

Our newspapers gave virtually unqualified editorial support to those goals. A few days after the special session convened, the chairman of the House Ways and Means Committee held a press conference and stated: "I want to tax advertising. I want to get it all. The press has been very vindictive about our failure to pass a tax bill (at the regular session) and very supportive of our spending more money. So I want to give them an opportunity to pay for it." When the committee later approved the tax bill, it included a direct sales tax on advertising time and space for all media. Subsequently, the ad tax was dropped, but the exemption from the state *sales* tax on circulation for newspapers and magazines was repealed. So, in the end, only newspapers and magazines will be taxed. All other media, including, direct mail, are tax-free.

We won't attempt to debate here the question of whether advertising should or should not be taxed. What we are trying to relate and define is the atmosphere and the attitudes we encountered as we tried to reason with the House committee on what effects a direct tax on advertising would have on the media, the merchant, the consumer and, ultimately, the state itself.

The most disturbing element was the motivations of those who proposed and supported the tax on advertising. The strongest was one of "punishing" the capitol press corps, specifically the newspaper press. We were called "vindictive" because we urged the Legislature to act on two critical problems. Others accused us of seeking to avoid paying taxes while we urged the Legislature to pass the laws. The fact that a tax on advertising would not tax the media but the consumer while penalizing the advertiser and resulting in diminished returns from the sales tax was ignored by those who supported the tax.

The bottom line is that the media, the advertising community, the users of advertising and consumer groups must be prepared—much better prepared than we believe we are now—to meet this challenge with facts and with vigor. Our information is that some 20 states are now considering or have recently considered taxing advertising. So, obviously, the threat is real, and it is likely to increase. Why will it increase? Recall what Lee Iacocca said at the ANPA Convention about our economy becoming one of services instead of manufacturing/industrial. As that trend grows, the possibility of services, such as advertising, being taxed will also grow.

Richard J. V. Johnson
Chairman and President

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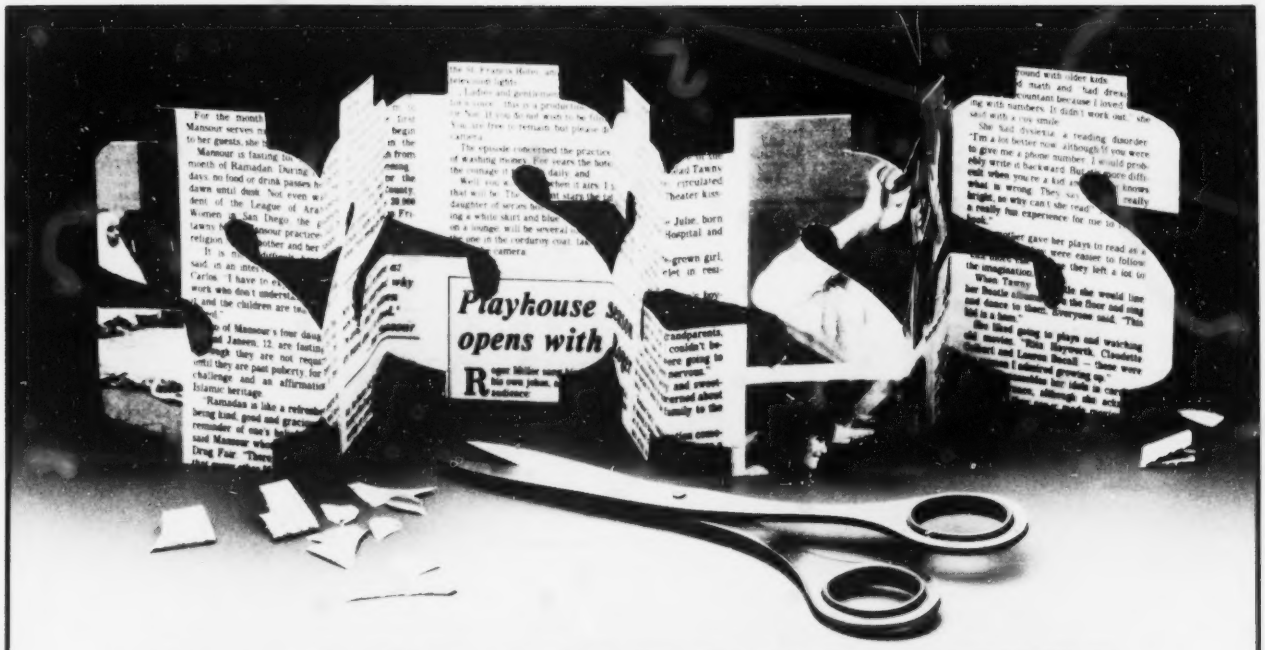

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WAGE$

BY CLARK NEWSOM
presstime labor writer

In the not-too-distant past, there was a common perception of newspapers as niggardly wage compensators. Today, pay scales for newspaper jobs generally are maintaining a competitive pace, although employees with skills valued by other industries, such as computer experts and skilled production workers, increasingly may be courted for better-paying, non-newspaper jobs.

Many factors affect newspaper pay levels, including the size of the newspaper, its geographic location, whether it has a nearby competitor hungry for trained personnel and the market demand for the job skills involved.

Regardless of a newspaper's particular circumstances, payroll usually is its largest expense. For example, at 50,000-circulation newspapers, the payroll averages 42.3 percent of total expense, according to the Chicago-based Inland Daily Press Association.

As a rule of thumb, a large metropolitan daily pays double or more the salary for a top position, such as director of advertising or circulation, than does a 50,000-circulation paper.

"As the size of the newspaper increases, so do pay levels for the top positions," observes Jeffrey D. Schulz, a media consultant in the San Francisco office of Towers, Perrin, Forster & Crosby, an international management consulting firm.

"You don't see people at the upper levels (of newspaper management) going into other media," says Michael A. Walker, a partner in the Inverness, Ill.-based executive recruitment and management consulting firm Youngs, Walker & Co.

He also notes that newspaper advertising sales positions "by and large" pay higher salaries than do jobs of comparable experience on the news side. Another expert reports the greatest recent newspaper pay increases have gone to data-processing specialists and ad salespeople.

A pay gap? The widely held belief that newspapers' payrolls lag behind other industries often focuses on the salaries of entry-level reporters, which some journalism professors think are too low but which many editors maintain are adequate.

There have been fears that newspapers are losing the most talented students in journalism schools to competitive jobs in advertising agencies, public relations firms and broadcasting outlets because of the reportedly lower starting salaries papers pay.

"J-school deans tell us we're losing the best," says Thomas E. Engleman, executive director of The Dow Jones Newspaper Fund, a Princeton, N.J.-based foundation that encourages young people to seek careers in journalism.

The median starting annual salary for 1983 J-school graduates at daily newspapers was $11,180, according to Engleman. In broadcasting, it was exactly the same, but it was higher in advertising ($12,740) and in public relations ($13,260) [presstime, Feb. 1984, p. 11].

As a rule of thumb, a large metropolitan daily pays double or more the salary for a top position, such as director of advertising or circulation, than does a 50,000-circulation paper.

Two studies of pay received by new college graduates in various fields indicate that journalism compensation at the entry level is substandard.

The Bethlehem, Pa.-based College Placement Council reports that 1984 graduates in the humanities, which includes journalism, English, history and fine arts majors, received an average starting salary of $17,724.

Engineering graduates received the highest salaries, ranging from $26,556 for an electrical engineer to $29,568 for a petroleum engineer.

A national survey by Michigan State University's Placement Services revealed that the average starting salary for 1984 graduates (all disciplines combined) was $19,306.

There may be "some truth" to the fear that top graduates are attracted to better-paying, non-newspaper work, says William F. McIlwain, executive editor of the Sarasota (Fla.) Herald-Tribune, but the situation is "not as dire as they say."

McIlwain says he doesn't believe the newspaper business has "lost too many great people" to other fields because of salaries.

Susan H. Miller, executive editor of the Champaign-Urbana (Ill.) News-Gazette and chairman of the American Society of Newspaper Editors' Human Resources Committee, also believes starting salaries "are not eroding the quality of (graduates) going into journalism."

Thomas L. Blount, editor of the Herald & Review in Decatur, Ill., says the current entry-level salary for reporters there is $15,652.

This compares with $15,660 at the Kansas City (Mo.) Star and Times, where the employment/compensation manager, James E. Mason, says, "Our survey indicates that is where the industry started them (beginning reporters) as of Jan. 1, 1984, on papers over 50,000 circulation."

The Decatur and Kansas City newsrooms are non-union.

Blount notes, however, that starting sal-

Competitive situations register major changes in newspapers' policies on employee compensation

Payroll is usually a newspaper's largest expense.

aries for beginning reporters are significantly lower at some smaller (under-15,000 circulation) dailies in Illinois. He cites $9,620 at one paper as an example.

Richard J. Ramsey, executive secretary of The Newspaper Guild's Contracts Committee, says the reporters' average starting minimum in his union's 120 labor agreements in the United States and Canada was $17,186 as of last April 1.

That starting figure is quite close to the median income for *all* U.S. workers, which was $18,694 in 1983, according to the U.S. Labor Department's Bureau of Labor Statistics.

ANPA's July 1 Semi-Annual Summary of Wage Minima reports the reporter average *starting* minimum as $16,539 in 129 contracts in the United States and $18,230 in 16 contracts in Canada. The average *top* minimum for reporters is $26,175 in the United States and $30,124 in Canada. The ANPA figures include newsrooms where the employees are represented by locals of the International Typographical Union, the Graphic Communications International Union and independent unions in addition to the Guild.

By comparison, broadcast news pay scales are not all that impressive for the typical, non-"star" local radio or TV newsman at stations in small to medium markets—those based in counties of up to 250,000 population. Excluding top TV anchormen, the median annual salary of a radio or TV station's *highest paid* reporter in those markets last year was $18,980 in TV and $13,000 for radio, according to a recent study by the Southern Illinois University School of Journalism.

The top reporter at a radio station saw his median salary rise just 4 percent to the $13,000 level, and radio news directors saw no change in their median salary of $14,300, according to the survey. The median pay of a TV news director climbed 6 percent to $31,200, and the median for TV news cameraman climbed only 2 percent to $13,780.

Although pay for starting print media reporters appears quite competitive—at least at larger papers—the problem J-school graduates face is not so much salary as it is finding a job in journalism, says one dean. Their concern is not pay but, "Where do I get in?" says Edward P. Bassett, dean of the Medill School of Journalism at Northwestern University. Salary becomes more important later in their careers when they get family responsibilities, he notes.

There are still many young people wanting to get into newspapers who "don't give a damn what the salary is," he says. "The zeal is still there."

Meeting the competition. Looking beyond reporters' salaries, the need for newspapers to pay competitive salaries in the hundreds of other newspaper job categories is perhaps greater now than ever before as other industries seek individuals with the same qualifications desired by dailies.

And in most areas, newspapers are competitive, officials in the industry say. However, Ramsey of The Newspaper Guild says, "We've found that the salaries of the clerical, technical and white-collar people we represent are simply not in line with the salaries that are paid in other industries and in government."

"Our salaries for the clerical, technical and sales staff are very much competitive in the newspaper business and (with) other local industries on Long Island," says Daniel V. Mannix, director of employee relations for Newsday.

There may be a problem in another area, however. Patrick J. Quinn Jr., vice president of the search-firm Gordon Wahls Co. in Media, Pa., notes that, "In general, commercial printers pay more (than newspapers) for comparable production jobs."

Whether a newspaper has a local or nearby competitor makes a considerable difference on salary scales. Will Jarrett, editor and senior vice president of the Dallas Times Herald, says newspaper salary levels have gone up "substantially" in Dallas because of the intense competition between his paper and The Dallas Morning News.

Jarrett notes that both papers have hired

sports columnists away from the other, a situation similar to The Denver Post's hiring of a sports columnist from the Rocky Mountain News for an amount reported in the $70,000-$80,000 range [presstime, May 1983, p. 36].

The "fastest growing salaries" at newspapers are in advertising sales and data processing, reports Mason of the Kansas City newspapers. "We're looking at an average of $27,000 to $30,000 for experienced people," he says.

At the San Francisco Newspaper Agency, computer programmers with seven years' experience are making $34,268. A senior programmer at The New York Times receives a minimum of $43,836 after four years.

There are many different bonus and incentive plans for advertising people. "The use of incentive pay, such as bonuses, has been growing," says management consultants TPF&C's Schulz.

According to a recent Youngs, Walker & Co. report, 90.9 percent of advertising sales staffs receive salary plus monetary incentives.

That company's late-1983 survey of newspaper advertising directors showed that on papers of 20,000-50,000 circulation, 61.6 percent were making between $35,000 and $50,000, including incentives and bonuses. On papers of 50,000-100,000 circulation, 68.4 percent had incomes between $45,000 and $60,000; on 100,000 to 200,000 circulation papers, 38.4 percent were between $65,000 and $85,000; and on papers over 200,000 circulation, 47.3 percent were making above $100,000.

Some news people receive bonuses, too. For example, each month winners of the "best headline, best photo, best story" at Newsday are awarded between $25 and $100. On occasion, notes Vice President Stanley Asimov, special bonuses are awarded to reporters who win major contests, and there are annual "publisher's awards" ranging from $750 to $1,000 at the Long Island, N.Y., paper.

Examples of the average 1983 salaries of some top positions at larger newspapers, taken from a survey of 31 newspapers that was conducted by the Kansas City papers, are:

- 50,000 to 100,000 circulation—classified advertising director, $40,040; production superintendent, $48,412; circulation manager, $33,384; controller, $44,928; managing editor, $41,808.
- 100,000 to 300,000 circulation—classified advertising director, $43,212; production superintendent, $45,396; circulation manager, $42,224; controller, $48,412; managing editor, $56,056.
- 300,000 and over circulation—classified advertising director, $63,908; production superintendent, $62,816; circulation manager, $58,396; controller, $57,252; managing editor, $81,068.

Similar salary figures for smaller papers are not readily available, except to newspapers participating in cooperative, confidential surveys.

Pay hikes moderate this year. Even though the recession has ended, wage and salary experts do not foresee large increases in salaries this year at newspapers or other businesses.

Merit raises in all industries are now holding at about 6 percent, about the same as last year, according to consultants TPF&C. Budgets for raises are consistent across all industry lines, including newspapers.

"All managers have salary budgets" which they cannot exceed, notes Newsday's Mannix.

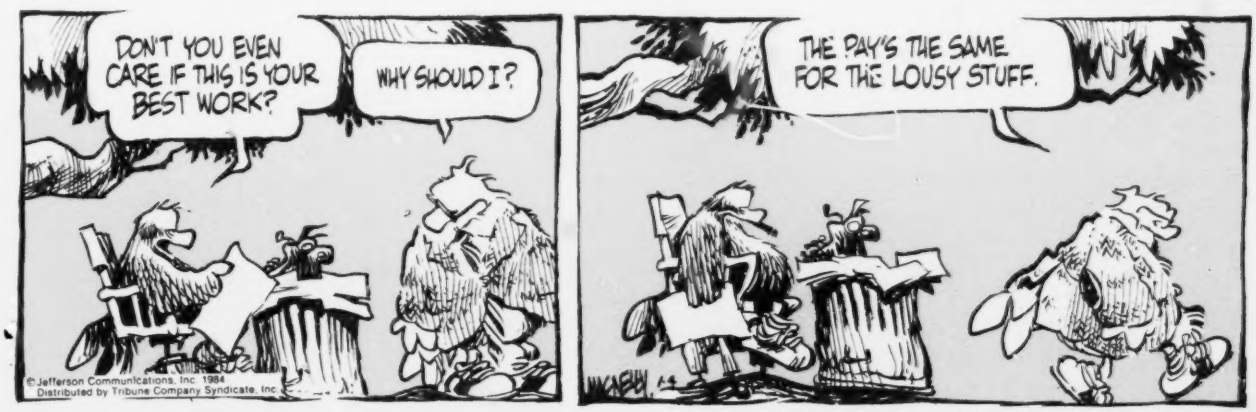
Based on a nationwide survey by William M. Mercer Inc., an employee benefit and compensation consulting firm, American businesses have set actual pay budgets of 6.6 percent for 1984, compared with pay and benefit increases of 7.2 percent actually awarded in 1983. The inflation rate for 1983 was 3.8 percent, meaning compensation increases last year were almost double the inflation rate. But don't look for similarly hefty pay increases this year. Mercer says 1984 figures represent the lowest budgeted amount for pay increases in recent years.

The Mercer survey included more than 1,500 companies with 5.7 million employees, including executives, middle managers, and technical, professional, supervisory, clerical and other support personnel. It excluded employees under union contracts.

As in all salary situations, the region, size of the city and extent of business competition play a part. For example, in the Mercer survey there were differences in the geographic regions of the United States, with companies in the Northeastern states reporting the highest actual salary increases in 1983 and those in the Southeast reporting the lowest.

In the newspaper industry, annual wage increases have paralleled the nationwide trend of decreasing wage hikes in most industries, according to a recent survey by the Newspaper Personnel Relations Association. Of 15 newspapers providing figures, all 15 projected a lower percentage figure for overall wage increases this year than last, with 6 percent being the most frequently recurring projection. At the same time, consensus in the business is that the period of union concessions, or so-called "givebacks," and wage freezes is over [presstime, April 1983, p. 44].

'Shoe' **By Jeff MacNelly**



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Sources of pay information. When you talk about wages and salaries in the newspaper business you're talking about a lot of jobs.

At The Arizona Republic and The Phoenix Gazette, for instance, there are written job descriptions on 351 different salaried positions. Throw in hourly paid production employees and you have 386 jobs ranging from janitor to publisher.

While individual employees' salaries are a private matter, information on salary ranges for various newspaper jobs is available to employees at the personnel department. Donald R. Lyren, wage and salary administrator for the Phoenix papers, says there are 18 salary ranges for various groups that show the minimum and maximum pay for the job.

Information on salaries more generally is developed through surveys in which the participating newspapers are assured confidentiality. There are four major annual surveys in the business, the oldest and largest being the Inland Daily Press Association's Wage and Salary Survey.

The results of Inland's 37th annual survey, in which 328 newspapers took part, were mailed in May. The survey covers seven circulation-size groups, from under 10,000 to more than 100,000, with breakdowns for four regions of the United States. All jobs, including that of publisher, are represented. The Inland survey is the only one in which the participants pay a fee for the results—$75 for members and $85 for non-members.

The Dallas Morning News Compensation Survey covers mainly editorial employees and is limited to newspapers of more than 100,000 circulation. Between 20 and 25 dailies usually participate, says Compensation Administrator Rebecca A. Evans.

Another survey that concentrates on one job area is the Los Angeles Times National Survey of Management and Supervisory Compensation/The Newspaper Industry. About 80 management positions were surveyed for the current year, the program's 28th. Michael J. Valenti, compensation and benefits manager, says the survey covers jobs from first-line supervisors up to vice presidents, or the top positions in the "functional" areas such as marketing, production, advertising, editorial and circulation. It does not include general managers or publishers. Last year, 82 dailies participated in the survey.

The Kansas City Times/Star Wage and Salary Survey was started in 1981. It is limited to papers in three circulation groups from 50,000 to above 300,000. Employment/Compensation Manager Mason says the survey embraces about 215 jobs in the five divisions of editorial, business, production, circulation and advertising, excluding vice presidents and publishers.

The Canadian Daily Newspaper Publishers Association also conducts an annual survey. Thirty-five papers participated in this year's study.

Union contracts provide another source of wage and salary information.

The ANPA Human Resources Department publishes a semi-annual "scale" report covering mechanical and delivery departments and a semi-annual summary of wage minima for white-collar jobs.

The newspaper personnel specialists who track these various data say the business will do what it must to continue to attract and retain the people required to get information to the public. "We have to remain competitive," says Eldon A. Case, director of employee relations of the Phoenix newspapers. □

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PUBLIC-ACCESS VIDEOTEX

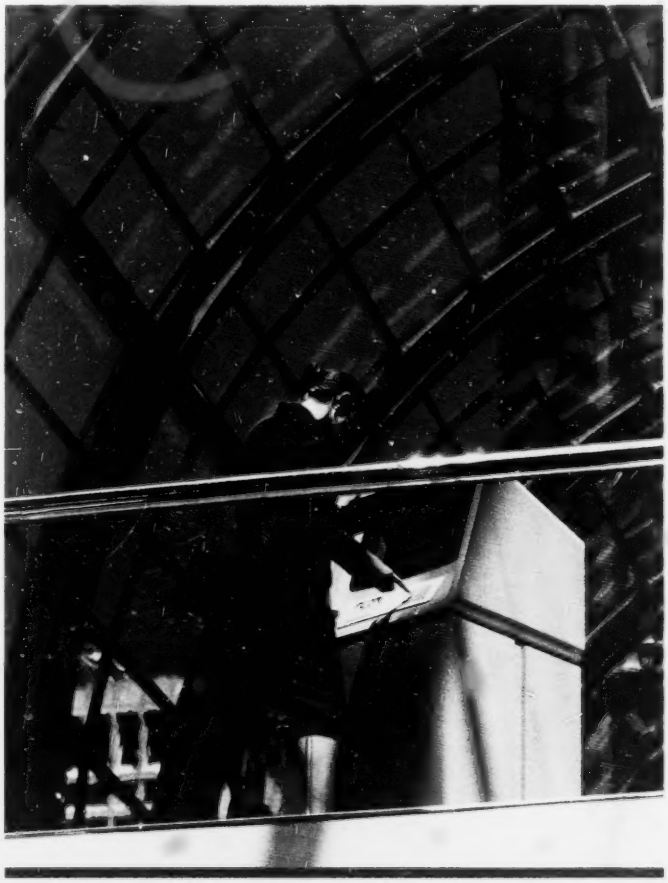
Newspaper companies 'go public' with projects, placing computer terminals out in the open to inform tourists and shoppers electronically

BY MARGARET GENOVESE
presstime staff writer

Videotex has arrived in San Francisco, courtesy of Chronicle Videotex Inc., a subsidiary of The Chronicle Publishing Co. The venture is not an electronic information service for home or office consumption as most of the early videotex ventures were.

Instead, this videotex is a "public-access" service called Bay Area Teleguide and is aimed at the tourist trade, and you'll find it just about any public place where there are tourists.

Although the short history of public-access videotex already has been marked by some failures, more and more enterprises, including newspaper companies like Chronicle Publishing, are beginning to explore it as a viable business venture. Why? "Because we think we can make money," says Chronicle Videotex President Peter E. Thieriot. "It's an opportunity and it's an opportunity that centers around the collection and dissemination of information, which is what the newspaper industry is."



Teleguide terminals are in high-traffic public places in San Francisco.

For another thing, says ANPA Director/Telecommunications Affairs Kathleen Criner, public-access videotex is "a way of introducing the technology to the consumer, much like (public) phones were once installed in the corner drug store to introduce people to telephones." Eventually, of course, telephones moved to street corners and into homes, a pattern its proponents hope will be repeated with videotex.

But for right now in San Francisco, it's out in public. For example, Chronicle Publishing's Teleguide consists of a network of videotex terminals in high-traffic spots such as Embarcadero Center, a shopping complex, Ghirardelli Square, a group of restaurants and boutiques near the waterfront, and the Moscone Center, where 22 terminals were installed in time for July's Democratic National Convention. It can be used, free of charge, to retrieve information on subjects ranging from menus and prices at eateries to historical and scientific advisories about earthquakes.

One attractive aspect of such public-access videotex as a business venture is its relatively low start-up cost, observes Martin R. Lane, director of videotex planning at LINK Resources Inc., a market research and consulting company specializing in the new electronic media. Companies that are not ready to risk $20 million on a home videotex system such as Times Mirror's Gateway, Knight-Ridder's Viewtron or Keycom Electronic Publishing's KEYFAX, can "dabble" in public access videotex for as little as "hundreds of thousands" of dollars for a five-terminal service in a shopping mall. (Newspapers, notes Criner, might spend roughly the same amount of money to start producing video programming for cable television.)

Another attraction, Lane says, is that these systems do not have the "chicken-and-egg" syndrome of in-home systems. In this type of standoff, advertisers are reluctant to participate until a large number of consumers have terminals while consumers are hesitant to obtain terminals until the database contains the volume and type of information they want.

"Videotex in the home hasn't really begun to happen in the United States, and there are some people who question whether it will or not," says Lane. "Our best guess is it probably won't really begin to take off until the end of this decade; whereas, public-access videotex is something that is attracting a lot of attention from a large variety of companies, some very large, some very small. In almost every major city in the United States you can now find some kind of public-access videotex."

Newspaper-affiliated projects. In San Francisco, Chronicle Videotex began operating Teleguide in January under a licensing agreement with Infomart, a Canadian videotex company that launched Teleguide in Toronto in 1982. Infomart also has licensed Teleguide to The Arizona Republic and The Phoenix Gazette, which intend to introduce the service in Phoenix in September; to McClatchy Newspapers, which plans a September start-up in Sacramento, Lake Tahoe, Calif., and Reno; and to a non-newspaper company in Honolulu. Plans call for the Teleguide systems eventually to be linked so that, for example, a person at the San Francisco airport awaiting a flight to Phoenix could call up information about Phoenix hotels.

A similar service aimed at tourists is being developed in Orlando, Fla., by Tribune Media Services Inc., a newly formed subsidiary of the Tribune Co. of Chicago, publisher of The Orlando Sentinel and other newspapers. In June, it began installing terminals for its Video Guide service in Orlando hotels.

One feature of Video Guide is its printing capability. After browsing through the service's restaurant guide and selecting a restaurant, for example, a consumer can push a button and get a card with a map showing how to reach the restaurant.

According to Timothy J. Brennan, director of new product development for Tribune Media Services, the cards dispensed by the terminals also contain a discount coupon, which not only serves as an incentive to use the system but also provides the merchant with "demonstrative proof" that it was Video Guide that provided the customer's business.

Another type of public-access videotex system attracting newspaper participation is the more specialized shopping mall service, providing a directory of mall tenants and other information for shoppers.

Two shopping center services were launched last year in the United States with newspaper company participation. One, in Davenport, Iowa, is owned by the Quad-City Times, a Lee Enterprises paper. The other, in San Antonio, is a joint venture by Harte-Hanks Communications and Melvin Simon & Associates, a shopping mall developer and operator [presstime, Aug. 1983, p. 12].

Tribune Media Services is involved in this kind of venture, too. It began operating Shopper's Touch in a mall in Orlando in March in a joint venture with VideoNet Inc., a New York City company that also packages and sells computerized lobby directories for large office buildings.

All three shopping mall services consist of "kiosks" containing videotex terminals and video "billboards"--large screens displaying continuously changing text and graphic advertising.

Equipment for all three mall services was provided by Cableshare, a London, Ontario, videotex system packager.

While Infomart's Teleguide system uses terminals with keypads, Cableshare's systems, which it calls Touch 'N Shop, use touch-screen terminals. Another difference is that the Infomart systems run on mainframe computers linked to each terminal site by telephone line. Cableshare's systems use microcomputers at each location.

More than a million pages of tourist-oriented information are called up every month on the 90 Bay Area Teleguide terminals installed so far. Restaurant information is the most popular.

Public acceptance. Information from two U.S. projects indicates that public-access videotex services are popular with consumers.

More than a million pages of tourist-oriented information are called up every month on the 90 Bay Area Teleguide terminals installed as of mid-July. Restaurant information is most frequently sought. This may be because there are more restaurants listed on the system than any other information category, theorizes Joyce K. Routson of Kalt & Associates, the public relations firm for the system. The 4,000-page database also includes a calendar of events, retail shopping information, guides to points of interest and public-service information such as emergency phone numbers and bus routes, sports scores, weather forecasts, and guides in five languages on how to find staffed visitor information centers.

Routson says the San Francisco service has attracted more users than did the Toronto Teleguide at a similar stage in its development.

In the Davenport mall project called VideoTimes, the usage rate is 20,000 pages a day for the eight terminals. According to Joan M. Allison, project manager, the most sought-after information is the alphabetical directory of mall tenants and the "on sale today" listings. The 1,500-page database also contains news, weather, sports and financial information, a horoscope and a list of the 20 currently most popular recordings. Allison said a recent survey determined that 43 percent of the users use the service every time they visit the mall.

The system operators are not as forthcoming with their advertising statistics.

Bay Area Teleguide's public relations staff would not say how many paid advertisers use the system. Advertisers are charged an annual fee of $235 to put one page of information in the system. Volume discounts are offered.

VideoTimes has a monthly fee schedule based on the number of pages an advertiser buys. The fees range from $35 a page for a single page to $13 a page for seven pages. Between 45 and 60 of the mall's 160 tenants purchase ads each month, according to William M. McCraney, a VideoTimes sales representative.

Spokesmen for the two systems would not say how much money the companies had invested in the projects.

Ontario project. The London (Ontario) Free Press Printing Co. Ltd. put about $900,000 into three shopping mall systems before closing two of them in London and selling the third one in Toronto late last year [presstime, Jan. 1984, p. 37]. The project, a joint venture with equipment supplier Cableshare, also was supported by a $1.1 million grant from Canada's Ministry of Communications.

There were several factors contributing to the failure of the two London VideoPress systems, explains former project manager Peter G. Watson, now with a London cable-TV system. Some problems were related to the size and type of the malls, while some were due to erroneous assumptions of what kind of content would appeal to consumers, he says.

The first London system was launched in December 1981 in a mall with 300,000 square feet of leasable space. Not only was the mall too small to support the system, but its layout was so simple that a directory was not necessary, says Watson. "There really was no need for us to be there, to be honest."

In addition, he says, the mall catered to upscale shoppers who did not like to take the time to browse through the system.

The initial usage rate was only about 1,000 pages a week. Says Watson: "Our penetration was terrible."

The second system followed in six months. Not only was the mall larger, with 600,000 square feet of leasable space, but it had a more complex physical layout and was frequented by shoppers with more time to spend browsing through the system. The usage rate was about five times that of the one in the smaller mall, he says.

But the second system had other problems unrelated to usage. About 95 percent of the mall tenants were members of national retail chains not interested in an advertising program restricted to one site, Watson says.

However, the London project's biggest problem, as Watson sees it, involved the content of the database. Initially, in addition to the shopping mall directory, it contained information with "currency," such as news, weather and sports. But, he says, that information was deemed superfluous because it already was available in the traditional media, including newspapers.

Eventually, the content of the database was changed to information more closely limited to shopping questions and more likely to appeal to specific groups frequenting the malls, such as senior citizens. But, says Watson, it was not easy to interest shoppers in trying again. "By the time we really started to sort out the problem of why people weren't using it, it was too late because pretty much everyone had tried it" and apparently found it lacking, he says.

Another project experiencing some similar problems is the San Antonio joint venture between Harte-Hanks and the Melvin Simon mall development firm. Ad sales recently were taken over by Melvin Simon after it was determined that the former arrangement, when ads were sold by Harte-Hanks' leased cable-TV channel in San Antonio, did not work out. Harte-Hanks retains its equity position in the project.

Just as in London, sales staffers in San Antonio found that the advertising decisions for the mall's larger "anchor" stores were not made locally but regionally, according to Patricia LeMay Burr, Harte-Hanks senior corporate director of marketing.

As for the small mall tenants, she says, many were not ready to spend money on a new medium about which they were just learning.

Harte-Hanks Senior Vice President William G. Moll believes the target market for a shopping mall service is too narrow to make it advertiser-supported, although, he says, "as an amenity to a shopping mall it is outstanding."

While Harte-Hanks is minimizing its involvement in the San Antonio mall project, it is not shutting the door on videotex, says Moll. "It's a rapidly evolving business," he says. "We may find a fresh insight into videotex in the future that may lead us to try it again in a different way."

Where will videotex next venture? Some industry observers believe that from the still-evolving public-access arena, videotex will go "private" as corporations begin using it for intraoffice communications. Videotex Industry Association Chairman William W. Seelinger, manager of videotex market development at IBM Corp., predicts that the consumer and corporate videotex markets will develop at the same rate and that consumers eventually will use the technology throughout the day—at work, while shopping and at home. □

Others, too, try to catch the public eye with electronics

Newspaper companies are not the only ones "going public" with electronic information services and seeking advertiser support for them. For example:

• **ColorMedia Inc.**, of Pembroke, Mass., is installing computer animated billboards in shopping centers to provide news headlines and advertising. Similar to the electronic billboards used in sports stadiums, MallCasters use incandescent lamps to produce text and graphics.

ColorMedia is seeking local media organizations to supply the news for the systems even though there is no monetary gain for the news suppliers. The first MallCaster was installed in a Worcester, Mass., shopping center with news provided by the Worcester Telegram and Gazette.

• Coming in September to retail stores operated by Household Merchandising Inc. and Jack Eckerd Corp. is a hybrid videodisc/videotex public-access shopping service. Operated by **Comp-U-Card International Inc.** of Stamford, Conn., which has on-line shopping service for personal computer owners, this service goes a step beyond the public-access services operated by newspapers and allows shoppers to order merchandise using the Shopping Machine terminals.

The terminals will use a videodisc to display a product on one screen and videotex to describe the product on a second screen. Consumers order the item by inserting a credit card; the terminal will dispense a printed receipt, and the merchandise will be shipped to the consumer's home by the vendor.

New England Telephone's terminal

Two other public-access services are notable, but they do not involve advertising.

• One is a teletext service to provide information about the 1984 Summer Olympic Games. **Metrotext** uses the vertical blanking interval of Los Angeles TV station KTTV. A joint venture of station owner Metromedia and several other parties, the service is available on 220 specially equipped television sets located around Los Angeles.

• Another non-advertising service in the public domain is a prototype "videotex public-access terminal" installed in the Eastern Airlines terminal at Boston's Logan International Airport by **New England Telephone.** The terminal is, in essence, a pay telephone (charge calls only) with a computer keyboard. Persons can use the terminal to call up information from almost all of the existing on-line electronic information services, such as Dow Jones News/Retrieval, the Source and Nexis. Most of the services are accessible only to subscribers, but there are a few free databases available.

Questions about 'forest death'

BY PAUL KRUGLINSKI
presstime technical writer

Although repeated newspaper and magazine articles have warned in recent months about a "widespread environmental disaster" that threatens the world's forests, the people who make newsprint disagree.

The press reports—nearly all of which tie the problem to acid rain—are misleading, according to newsprint manufacturers. "I don't think there is any threat," says Ely Gonick, vice president/technology for International Paper Inc.

The phenomenon has been called both "die-back" and "forest death." Whatever the name, it results in stunted, abnormally slow tree growth—or even death. John E. Pinkerton, air quality program manager for the National Council of the Paper Industry for Air and Stream Improvement, or NCPIASI, characterizes the blight as "a progressive loss of needles, beginning at the top of the crown and branch tips, continuing inward and downward, with mortality in severe cases."

According to a variety of recent reports:

- In some areas, red spruce growth rate is 74 percent of what it was in 1965, and the number of sugar maple and beech trees has declined 25 percent.
- In the eastern half of the United States, yellow birch, black oak, sugar maple and hickory trees are incurring "hidden damage."
- Conifers in the Pine Barrens area of New Jersey have stopped growing.
- A University of Vermont study indicates that 50 percent of all trees in the northern tier of that state have died since 1965.
- The West German government has concluded that 2.5 million hectares (6.2 million acres), or about 34 percent of its forests, have incurred some damage.

Most of the species mentioned in the studies,—red spruce is a notable exception—are not used in the production of newsprint [presstime, Jan. 1983, p. 4].

Heated debate. Environmentalists, foresters and newsprint experts are in general agreement that these are the facts, but that's the extent of the consensus. Hot debates are raging on the extent of the tree blight or whether there is a "problem" at all.

At the core of the dispute is speculation on the effect of "acid rain," which is fog, rain or snow laced with sulfur dioxide and nitrogen oxides found in industrial plant smoke. When combined with water, these gases produce sulfuric and nitric acids.

Many environmentalists charge that acid rain is the culprit in tree blight, and they are calling for legislation to reduce the amount of sulfur and nitrogen oxides produced by heavy industry.

The issue is becoming a political football.

Six Northeastern states have sued the U.S. Environmental Protection Agency, claiming it has failed to move to reduce the suspect emissions from Midwestern industrial plants.

In May, a bill was introduced in the House Energy and Commerce Subcommittee on Health and Environment that in part called for a 10-million-tons-per-year reduction of sulfur dioxide emissions. This provision was later removed.

Also in May, French President Francois Mitterrand proposed a world congress on tree blight. "The most urgent question for Europe is to safeguard the forest devastated by acid rain," he said.

The Convention on Long-Range Transboundary Air Pollution, a coalition formed in 1983 of most countries in Western Europe and North America and dedicated to finding ways to control air pollution, has called for a 30-percent reduction in sulfur and nitrogen emissions.

Some scientists say the acids from these emissions are carried by weather systems and then fall as precipitation to leach nutrients from the soil or dissolve toxic substances in the soil.

Others, however, question the effect of that action. "As far as the commercial timberland, no one knows the dimensions of the problem of forest damage," says Isaiah Gellman, executive director of the New York City-based NCPIASI. "No one knows if there is a problem."

St. Regis Corp.

St. Regis Corp. worker cuts down debilitated tree.

As that organization's Pinkerton puts it: "The key unanswered question continues to be whether or not acidic deposition is having, or can have, any effect on forest productivity."

To further complicate matters, a recently completed Finnish study found that acid rain may have actually *increased* the growth rate of trees in Finland.

Also compounding the confusion is the source of the acids found in the soil.

IP's Gonick points out that the greatest source of manmade acids is emissions from utility power-generation plants, followed by car and truck emissions and nickel and copper smelting. However, the natural decomposition of humus produced by conifers also introduces huge quantities of acids into the environment, much more than the three largest manmade sources combined, he says.

The current position of the Canadian Pulp and Paper Association is that "concern" is warranted, but that much more research is required—particularly on the interplay among acid deposition, insect and disease infestation, drought, air pollution and altitude.

Whatever the cause, the extent of tree damage in North America so far has been far less than the devastation in Europe.

"The number of trees affected is so minute that it's insignificant," Gonick says. □

MINORITIES

The statistics show little progress, but momentum is growing for newspaper staffs to reflect more racial and ethnic diversity

BY MARCIA RUTH
presstime staff writer

In the wake of the riots that swept the country in the summer of 1967, a presidential commission dealt the press a stunning rebuke for its coverage of minorities.

The Report of the National Advisory Commission on Civil Disorders said the issue was not whether the press had reported the riots well or badly, but that the press was guilty of a "failure to communicate" the underlying tensions, as well as the nature of the daily lives, of a significant part of the population.

In words that still echo through discussions of newspapers and minorities today, the panel—known informally as the Kerner commission—said a primary cause of this "failure to communicate" was the fact that the media were "shockingly backward in seeking out, hiring, training, and promoting Negroes."

Sixteen years later, the numbers have changed little. Then, blacks held less than 5 percent of all media editorial jobs. Today, only 5.8 percent of newspaper editorial jobs are held by members of minority groups—Hispanics, Asians and Native Americans, as well as blacks. And the predominantly white newsrooms are mirrored by nearly all other departments in the newspaper plant. This despite the fact that more than 20 percent of the U.S. population belongs to these minority groups.

But the years since the Kerner Report have not been entirely idle for those who believe that U.S. newspapers should reflect the growing diversity of U.S. society, where minorities are expected to number 30 percent by the end of the first quarter of the 21st century.

Beginning with a small group of activists, financed by a few newspaper foundations and groups, and spurred on by the American Society of Newspaper Editors, the campaign to bring ethnic and racial diversity to newspapers may be ready to take hold. Newspapers appear to be on the brink of moving more rapidly toward ASNE's 1978 goal to have minorities' representation in the newsroom equal to their percentage in the U.S. population by the year 2000 [presstime, June 1984, p. 44].

Whether there has been a true turning point in the industry's general attitude toward hiring minorities is difficult to measure, but the indications of such a heightened consciousness are growing. What is not difficult to measure is the belief on behalf of many that there is an absolute necessity for such a change.

"Ultimately there is not going to be a natural change or any real change until editors who are in charge believe in the competence of people of color in journalism, that they really are ready, that they really are intelligent enough to do the job," says Nancy Hicks, former president of the Institute for Journalism Education, an independent training program that placed more than a quarter of the less than 100 minority journalists who got newsroom jobs for the first time last year. "Until there is an acceptance of the intelligence and the cultural difference of minority journalists," she says, "the change in employment isn't going to be made."

Even among those minorities who have "made it," there is a belief that the industry's commitment to diversity is often not strong enough to outweigh the inconvenience of seeking minority talent. Typical of the comments received from a recent confidential survey of the 47 recipients of three years' worth of the ANPA Foundation's Minority Fellowships is the following: "Most people in newspaper management are completely out of touch with the minority communities, are unconsciously resistant to affirmative action, and basically do not really perceive why it might be to their advantage to hire and promote (particularly promote) minorities."

Impatient with waiting for attitudes to change, some industry leaders have simply plunged into the job. "There aren't any excuses anymore," says Christy C. Bulkeley, who as publisher of The Commercial-News in Danville, Ill., raised minority employment from zero to 20 percent in the newsroom and to 17 percent overall in less than eight years.

Now publisher of another Gannett Co. daily, The Saratogian in Saratoga Springs, N.Y., Bulkeley says the key to integrating the newsroom is integration of the entire paper. Total employment, she says, "needs to reach a critical mass to make (minority hiring) natural rather than extraordinary." Does it work? Her answer is to tell of a black copy editor hired away from a paper where she had been the only minority employee. Bulkeley recalls taking her on a tour of The Commercial-News building her first day. "You could just see her relax. She could see minority people everywhere. Nowhere was she going to be the highly visible minority person."

But on the other side of Bulkeley's warm anecdote are the cold statistics. While minority employment in the largest papers (those with more than 100 employees must file with the federal Equal Employment Opportunity Commission) reached 12.5 percent in 1980, minorities were concentrated in the lowest-level job categories. And they are virtually absent from smaller papers.

A survey earlier this year by ASNE—the only press organization compiling statistics about minorities, and then only on the editorial department—reports that 61 percent of U.S. dailies had no minorities at all in their newsrooms in 1983. Not only were newsrooms 94.2-percent white, but 97 percent of all news executives were white, ASNE reported.

Newspapers' progress in both hiring and advancement of minorities has been slower than that of broadcasting, where minority employment in 1983 was 15.3 percent overall, 13.7 percent among professionals and 9.5 percent among managers. Broadcasters are subject to the Federal Communications Commission employment guidelines, which are more stringent than EEOC guides. The FCC calls for stations with more than 10 employees to have minority employment equal to 50 percent of minority representation in the local labor force.

For newspapers, at the current rate of improvement—two-tenths of a percent in the past year—parity in the newsroom will be achieved "three generations late," says Loren Ghiglione, chairman of ASNE's Minorities Committee and editor and publisher of The News in Southbridge, Mass, referring to ASNE's goal for the year 2000.

And some members of non-editorial departments are even more pessimistic. "It's going to be a good 20 years before the marketing side catches up to where editorial people are now," says Orage Quarles, who last year became the first minority advertising manager of a general-circulation daily, Gannett's Sun in San Bernadino, Calif. "We have to focus on the news*paper*," he says "not just the news*room*."

"It really takes a heightened sense of awareness that this industry has a problem recruiting minorities," says John Seigenthaler, editorial director of USA Today and immediate past chairman of ASNE's Minorities Committee. "It's like every other affirmative-action program," he says, "there can't be calculable cost-benefit ratios going in."

Self-Interest. Nevertheless, there seems to be a growing belief that hiring and promoting minorities is good business, and that lends weight to the theory that some appreciable gains may soon be scored.

"We are not just trying to get more blacks or Hispanics or Asians into jobs," says Ellis Cose, the current president of the Institute for Journalism Education. "What we are essentially trying to do is to help the newspaper industry improve itself by helping it come to grips with the diversity of the society, and it seems that it is impossible to do this without a great deal of diversity in the newsroom."

Increasingly, editors are beginning to perceive that, in the words of Laurence G. O'Donnell, associate editor of The Wall Street Journal, "a newspaper is only as good as the diversity of the eyes and ears on its staff."

Similarly gaining currency is the perception that hiring minorities can also be, in the words of Gannett Chairman and Chief Executive Officer Allen H. Neuharth, "the smart business thing to do." "If your leadership does not reflect your readership, you're just not going to do well," says Neuharth, whose company leads the industry in minority hiring on both the editorial and the business side. "If you have all white males putting out a newspaper," says Neuharth, "you have a minority newspaper."

Not only is the percentage of minorities in the country increasing, but their concentration in large metropolitan centers and certain regions has accentuated their influence beyond actual numbers. With the movement of whites to the suburbs, minorities now comprise, on average, more than 40 percent of the population of the nation's 20 largest cities.

The face of American politics is also shifting their way. Blacks are now mayors of cities like Los Angeles, Chicago, Philadelphia, Detroit, Atlanta, New Orleans and Richmond. Hispanics head city halls in Denver and San Antonio. And as a minority candidate, Jesse Jackson, received serious consideration for the presidential nomination of a major political party for the first time, the predominantly white media got a taste of their

The Los Angeles Times' Pulitzer Prize-winning reporting team celebrates.

vulnerability to lack of information about the minority community. Observers said they appeared to be as surprised by Jackson's strength in 1984 as they were by the riots of 1967.

"We've been telling them that this story existed since last year," says Mervin Aubespin, president of the National Association of Black Journalists and a staff writer at The Courier-Journal in Louisville.

In some of the major urban centers of the Northeast—most recently in Boston, Chicago, Baltimore and New York—newspapers are being challenged by minority groups questioning the validity of coverage by a predominantly white press [presstime, June 1984, p. 68].

"Jackson's candidacy has made everybody ask whether there is fair coverage and whether there are enough black hires—and these are good questions," said Baltimore Sun Publisher Reg Murphy, whose paper responded with an agreement to accelerate minority hiring. "These protests are going to spread," he says. "Every publisher has got to look at this."

Whether such perceptions of alienation from the total community account for the lower readership of general-circulation papers by blacks was studied by the Newspaper Readership Project that ended last year. In 1979, when the study was made, 57 percent said they read a paper "yesterday" compared to 70 percent of whites.

The report attributed some of the difference to generally lower demographics among blacks and to circulation problems in central cities. But it also observed that "to the extent that the daily newspaper represents 'The Establishment,' those who feel themselves outside the Establishment are likely to be alienated from the newspaper," and "a newspaper with an all-white editorial staff may fail to report items which are news to the black population, not intentionally but simply from lack of awareness."

In a 1984 readership study for ASNE, Ruth Clark reported that blacks feel newspapers do not cover them enough. "Black readers complain that reporters only come around when there is trouble in the black community." Blacks "believe that newspapers hire very few black reporters or editors," Clark wrote in "Relating to Readers in the '80s" [presstime, May 1984, p. 52].

Similarly, a book-length study of the Hispanic community, financed by the Gannett Foundation and conducted in seven communities in the Southwest by researchers at Michigan State University, concluded that Hispanics also think news of their communities is often "stereotyped" or inadequate [presstime, April 1982, p. 47].

Michael Burgoon, a researcher now completing a similar study of Spanish-speaking groups in the Northeast for the Spanish-language El Diario-La Prensa of New York City, says that like Clark's findings for ASNE, "our data show the Mexican-American people want a well-balanced newspaper, more hard news, more news they can use. . . . So turn out a better newspaper, and they will beat a path to your door."

Increasingly aware of the readership gap, some newspapers—particularly those with a sizable number of minorities on staff—are examining their own coverage of minorities.

In Philadelphia, for example, the Inquirer's associate editor, Acel Moore, found after a four-month study of the Knight-Ridder paper's coverage of the black community in late 1982 and early 1983 that it veered from one "flash point" to another, from "an overabundance of coverage of those blacks affected by cuts in social programs and those involved in crime" to sports heroes and "significant achievers" such as the first black mayor of Chicago or Philadelphia. Because "the vast majority of blacks in America fall between the cracks," receiving no coverage, Moore observes that "many days and some weeks there is a total white-out of news about black America."

Following the study, Moore attributes part of the Inquirer's success in covering the subsequent election of Philadelphia's first black mayor to the raised consciousness of the staff.

A digest of organizations that are ready to help

For those papers that want to hire minority journalists but lack corporate group assistance, access to local talent or the resources to do long-distance recruiting on their own, there are organizations ready to help with recruiting conferences and job candidate lists. Some of the most active include:

- National Association of Black Journalists, whose annual convention Aug. 16-19 in Atlanta will include its first annual "Job Fair" for entry-level and professional jobs. Booth spaces for recruiters are available at $75 a day. Contact Cecilia Lyons, 875 Cascade Ave. SW, Atlanta, Ga. 30311; (404) 758-7597. NABJ also is compiling a directory of black journalists and will assist newspapers in locating job applicants. NABJ, 525 W. Broadway, Louisville, Ky. 40202; (502) 582-4990. Mervin Aubespin, president.
- California Chicano News Media Association, which sponsors a Journalism Opportunities Conference for Minorities in Los Angeles in February. In 1984, about 400 journalists attended; approximately 15 percent received job offers for internships or full-time positions. CCNMA Jobank is a computerized job referral service for Hispanic professionals and students in journalism and media-related fields such as advertising and public relations. CCNMA, School of Journalism, University of Southern California, Los Angeles, Calif. 90089; (213) 743-7158. Magdalena Beltran, Jobank coordinator.
- Asian American Journalists Association, which participates in the CCNMA conference and is developing an informal list of job openings for minority journalists. AAJA, Japanese American Cultural and Community Center, 244 S. San Pedro St., Room 411, Los Angeles, Calif. 90012. AAJA President Bill Sing, business writer, Los Angeles Times; (213) 972-4767.
- National Association of Hispanic Journalists, which was formed this year and is sharing CCNMA facilities. It is considering establishing both East and West Coast offices. Executive Director Frank Newton; President Gerald Garcia, publisher, The Tucson Citizen, Tucson, Ariz.
- Howard University, which has sponsored an Annual Communications Conference since 1972. Over 1,500 people attended the four-day meeting last February, including recruiters from print and broadcasting media and journalism graduate schools. Department of Continuing Education and Community Service Programs, 4th and Bryant Sts., NW, Washington, D.C. 20059; (202) 636-7491.
- Newsday, the Times-Mirror-owned Long Island daily that sponsored its first two-day Minority Job Opportunity Conference last February. Unlike the Howard, CCNMA and NABJ

For those newspapers covering their minority communities in depth during 1983, the editorial rewards were rich. The Boston Globe won a Pulitzer Prize for a study of minority-hiring practices, or lack thereof, by the city's major employers (including the Globe). The Los Angeles Times won a Pulitzer for a 27-part series on its Hispanic community, now one quarter of the area's population. The series was written, edited and photographed by an Hispanic staff.

It was the revelation that the Globe was among Boston's worst offenders in minority hiring that led to a commitment by the paper to increase it. At the Times, the increased contact with the local Hispanic community has brought a variety of news stories which are "not the kind of thing that comes across the city desk in a press release," says Assistant Metro Editor Frank Sotomayor, who coordinated the series. "What we are looking for is continuous, sustained effort to keep tabs on what is happening in the Latino community."

Joe Skipper, AP

Associated Press Miami reporter Doralisa Pilarte interviews Fidel Castro during Jesse Jackson's mission to Cuba.

Difficulties. But even such commitments to increase minority hiring do not guarantee success. The obstacles are formidable. "There is deep dissatisfaction at the highest levels of my company with the progress we've made," says O'Donnell of The Wall Street Journal, which has been one of the most active minority recruiters of the past few years. "There is the feeling we have tried, we've had the best of intentions, but we just haven't

meetings, the Newsday conference is restricted to newspapers. More than half of the 250 students and recent graduates attending the conference received "offers or consideration for current or future job positions or internships" from the 51 papers recruiting, Newsday said. Newsday, Long Island, N.Y. 11747; (516) 454-2186. Reginald Tuggle, community affairs manager.

• Institute for Journalism Education, which has three options:

JOBNET provides requesting newspapers with selected names, resumes, references and writing samples of minority applicants. Since 1979, JOBNET has placed more than 100 minority journalists with U.S. newspapers.

JOBNET, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-3503. Gregory Lewis, director.

The other two IJE projects are both summer programs that guarantee job placement upon graduation. Newspapers sponsor minority staff members accepted by the Editing Program for Minority Journalists and agree to hire graduates of the Summer Program for Minority Journalists, which trains reporters. EPMJ, School of Journalism, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777. Debra Castelan, coordinator. SPMJ, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962. Robin Azi, coordinator.

• American Society of Newspaper Editors, which has scheduled a series of eight regional recruiting conferences over the next six months--Amherst, Mass., in September, Cleveland and Seattle in October, Memphis and Tucson in November, Texas in December, Los Angeles in February, and Northern California in January. ASNE has compiled a list of 1984 minority graduates of journalism schools and will compile a list of summer graduates and seniors enrolled in the Fall. ASNE, P.O. Box 17004, Washington, D.C. 20041. Carl E. Morris, director of minority affairs, (703) 620-6087.

• Dow Jones Newspaper Fund, which conducts informal job placement for former editorial interns. DJNF, P.O. Box 300, Princeton, N.J. 08540; (609) 452-2820. Thomas E. Engleman, executive director.

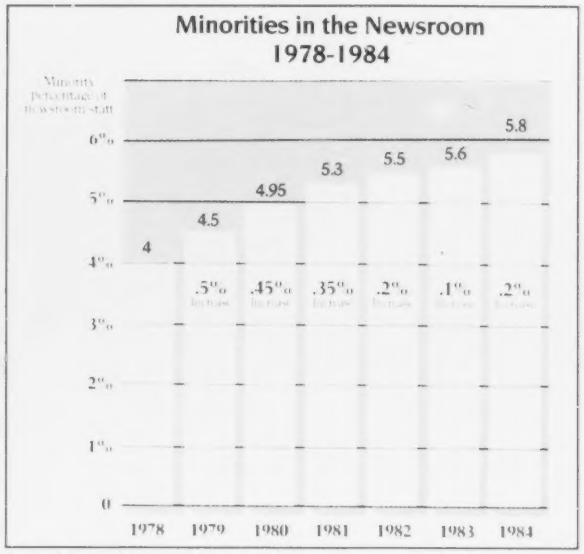
• There is currently no active nationwide organization of Native American journalists comparable to the associations already formed by black, Hispanic and Asian journalists. However, the newly formed Native American Press Association, which includes journalists as well as publishers from Indian newspapers, is a step in that direction. (See story, p. 42.) Until an official address and phone number are established, contact William L. Dulaney, School of Journalism, Pennsylvania State University, 215 Carnegie Building, University Park, Pa. 16802; (814) 865-1503.

• For papers seeking minority sports writers and editors, there is an informal list kept by Larry Whiteside, a sports writer for The Boston Globe. Now numbering about 95 blacks, Hispanics and women, the list started in 1978 with 15 names. Sports Department, The Globe, 135 Morrissey Blvd., Boston, Mass. 02107; (617) 929-2868.

gotten the results."

The reason most often cited is that the "farm club" system—the movement from smaller to middle-size to larger papers that characterizes the career paths of most journalists—does not seem to be working for minorities. In a persistent Catch 22, the most frequent complaint of larger papers is that minority applicants lack experience. Yet the places where reporters traditionally gain experience—smaller papers in smaller communities—are the least likely to hire minorities. (See chart, p. 20.)

With minority populations concentrated in the nation's urban centers, this employment gap is often attributed to reluctance on the part of minorities to work in largely white small communities and on the part of editors to seek or consider minority applicants in communities where few minorities live.



Source: American Society of Newspaper Editors

Some editors in these predominantly white communities agree with Michael J. Jacobs, editor of the Grand Forks (N.D.) Herald, who recently added a black artist and an Hispanic reporter to his staff. "I like having a newsroom full of people with different viewpoints and different experience in the world," he says. Yet a 1980 ASNE survey found the opposite viewpoint to be more prevalent. Typical responses, noted the survey, were more in line with the Montana editor who said, "We have no minority population to cater to," or with another who said, "The purpose of a small-town newspaper is to inform the readers and to serve the community, not to embark on social engineering."

This attitude is not only bad for aspiring minorities, "it is bad for newspapers, and I think it is bad for the country," says Robert Maynard, who in 1981 became the first black publisher of a general-circulation daily, The Tribune in Oakland, Calif.

Raised in Brooklyn, Maynard credits his six-year stint as the only black reporter for the less-than-50,000 circulation York (Pa.) Gazette—where he covered agriculture, the suburbs and community government in a predominantly white community—as the critical training-ground for his subsequent career at The Washington Post and in Oakland. "There is a difference between what you learn in a big city and what you learn in a small town," he observes. "And as I look at it, the minority journalists that I know who had the opportunity to live in and work in small communities as well as big cities are much better rounded as journalists than those who only have one kind of experience."

Some say the problem of attracting minorities to newspapers can be traced to the educational system. Minority enrollment in predominantly white journalism schools is low, and newspapers tend to overlook recruiting at the approximately one dozen historically black colleges and universities with schools of journalism. Only one of these programs, Florida A&M in Tallahassee, is among the 81 approved by the Accrediting Council on Education in Journalism and Mass Communications. Yet Lionel C. Barrow, Jr., dean of Howard University's School of Communications in Washington, D.C., estimates that "of the total number of blacks enrolled in journalism programs, 40-50 percent are enrolled in traditionally black colleges."

Moreover, says Florida A&M Dean Robert M. Ruggles, "Journalism is not yet getting its fair share of the best and the brightest." Bright minority students are moving into other professions at a faster clip than they are entering journalism, Ruggles says. He attributes the problem to the media's poor history of minority hiring. "If young people don't see role models, why should they go into the media?" he asks.

To make matters worse for newspapers, studies show minority journalism graduates turn to broadcasting at a higher rate than whites, a trend often attributed to broadcasting's need to conform with FCC regulations and its increasing placement of minorities and women on camera.

For other observers, the missing key to more minority hiring, as well as better coverage, is the lack of minorities in management or hiring positions. "We are not going to significantly change the status of minorities in U.S. journalism until we have more minorities making decisions," says the Los Angeles Times' Sotomayor, one of the highest-ranking Hispanics at a general-circulation daily newspaper.

Leaders. All these obstacles notwithstanding, an increasingly public effort to meet newspapers' minority challenge is emerging. To combat the failure of traditional pathways to move minorities upward, new road is being paved by some larger papers, newspaper groups and press organizations.

AP

AP's Mike McQueen chats with security guard at Florida Capitol.

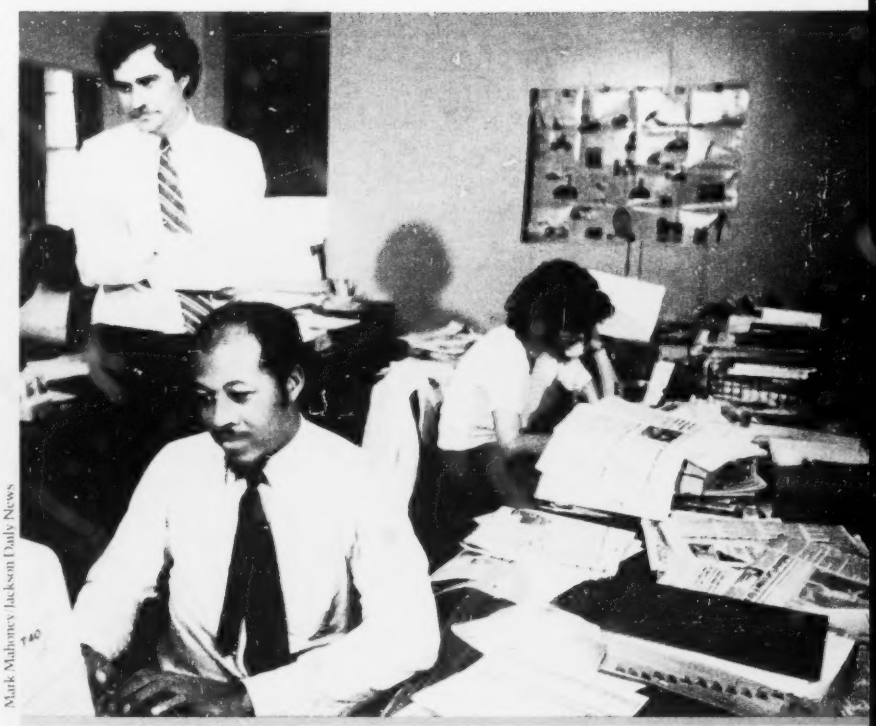
Among newspapers, it is the groups that have been in the vanguard of minority hiring. And among groups, the acknowledged leader is Gannett Co., where the "top down" hiring philosophy has brought the minorities' level at the company, which includes 85 dailies, to 17 percent of all employees—12 percent of professionals and 8 percent of managers.

"You have to believe in it, then practice what you preach," says Chairman and CEO Neuharth.

"We have a corporate commitment, not just a paper program," says Madelyn P. Jennings, Gannett's senior vice president for personnel and administration. In the yearly evaluation of Gannett executives on "profit," "product" and "people," she says, "the largest portion [of the people category] is evaluation of efforts in the area of equal opportunity."

Actively recruiting on 40-50 college campuses and in non-traditional places like Urban League conventions, Gannett also offers about 60 internships, split between news and business jobs. These placements offer minorities experience at small and middle-size papers that may want to hire minorities but are not large enough to do nationwide recruiting, says James Robert [Jimmy] Jones, Gannett's director of affirmative action.

Creating all of the industry's dramatic breakthroughs with minority publishers at general circulation dailies in one year, Gannett followed Maynard's July 1981 appointment with that of Pam McAllister-Johnson as the first black woman four months later at The Ithaca [N.Y.] Journal [presstime, Aug. 1982, p. 23] and the appointment of the first Hispanic, Gerald Garcia, at the Tucson [Ariz.] Citizen before the end of the year. [See profile, p. 30.]



Mark Mahoney Jackson Daily News

Jackson [Miss.] Daily News City Editor Curtis Coghlan checks work of reporter Jimmie Gates.

At Capital Cities Communications, a minority intern program has, in less than a decade, provided 75 full-time minority staffers—all of whom are still on newspapers, 50 of them at the New York City-based firm's 10 dailies.

The program has grown from four to 12 interns a year, each of whom spends three months at each of four company dailies. Often they are hired for full-time positions before their year's training is completed. President and Chief Executive Officer Daniel B. Burke explains the rationale for the program this way: "I just made up my mind a company as big as ours should take the extra step."

At Knight-Ridder Newspapers, minority employment in the newsrooms of its 30 dailies now averages 9.2 percent, more than triple that of 1979. As an incentive, the company pays up to a year's salary for minorities hired by individual papers within the group over and above their budgeted staff, with the understanding the paper will pick up the tab when a budgeted position becomes available. Over the past 10 years under this program, about 275 positions have been filled by minorities.

The Newhouse-owned Cleveland Plain Dealer, in a city 43.8 percent black, has the most top black editors at any one paper: Managing editor Robert G. McGruder, Business Editor Ernest Holsendolph, State Editor Gregory L. Moore and the nation's only minority sports editor, Thomas Greer. Managing Editor William C. Barnard says the paper simply seeks "the best available talent. . . . Race had nothing to do with their selection."

The Boston Globe since 1978 has included two or three minority interns a year who do not have the daily newspaper experience normally required on the Globe's editorial staff but who are considered to have "potential," says Ann Moritz, assistant to the editor. Of the 13 interns so far, all but one are now in staff positions at the Globe or other major papers.

As some larger papers conduct nationwide searches for minority talent, others of more modest size are integrating more naturally, tapping into local talent formerly segregated from all-white institutions, including the press.

"We've been trying to take the mountain to Muhammad; now we can reverse it and take Muhammad to the mountain," says Charles L. Overby, executive editor of The Clarion-Ledger and Jackson [Miss.] Daily News. Purchased two years ago by Gannett, the papers' news departments are now about 10-percent black, in a city 47-percent and a state 37-percent black. Most of the minority staff members are native Mississippians.

"This is where blacks live. Why should they have to leave their homeland?" says Overby. "They don't have to sit around as copy clerks and trainees, they can sit at the table in Jackson."

While these and other newspapers are at the point position in the newspaper business' drive to improve its minority representation, they are increasingly supported and cheered on by the various professional press organizations—most notably the American Society of Newspaper Editors.

Rededicating itself to its goal of parity in newsrooms by the year 2000, ASNE has an answer to the most frequently voiced reason for not hiring minorities: "We can't find anyone qualified."

"While it may be true that some of us think in terms of supply—'Where are [the minority journalists]?'—it is important to say they are not there because for too long we weren't looking," says ASNE President Richard D. Smyser, editor of The

Oak Ridger in Oak Ridge, Tenn.

Alone among professional newspaper organizations, ASNE has a full-time staff member, Carl E. Morris, assigned to direct an ambitious program to carry out the society's 1980 call for an "organized, well-financed and long-term campaign" to boost minority representation [presstime, June 1984, p. 44].

Sharing ASNE's goal, the Associated Press Managing Editors Association has over the past five years provided a series of reports on minority journalists. Currently under way is a study of 17-year-old minority students who score well on college aptitude tests but reject journalism as a career.

Turning to Education. At the same time that some newspapers and press groups are working to increase minority representation in newspapers now, other organizations are taking a different approach to the same goal by sponsoring programs to improve the quality of minority students and journalists through education.

The first formal effort to confront the problems identified by the Kerner report came from outside the industry, with Ford Foundation funding of the Summer Program for Minority Journalists at Columbia University. Beginning in 1969, the program placed with U.S. newspapers 12-16 graduates a year for five years.

When funding ended, it relocated to the School of Journalism at the University of California in Berkeley, and formed the umbrella organization Institute for Journalism Education, which has continued to train and place minority reporters and editors. Next on the drawing boards for IJE, whose $500,000-plus budget is supplied primarily by newspaper foundations, is management training.

Also an early participant in educational efforts was the Gannett Foundation, which under the leadership of Gerald M. Sass, vice-president/education, has poured more than $4 million into minority programs for the newspaper industry over the past decade.

In addition to the $833,259 it gave to IJE during this period, the foundation put $469,069 into the Consortium for the Advancement of Minorities in Journalism Education, which helped to place nearly 100 graduates of historically black colleges in graduate schools of journalism. Comparable support went to Howard University, primarily for annual recruitment conferences, and to the organization of Hispanic journalists. Additionally, Gannett spent hundreds of thousands to shore up journalism programs in predominantly black colleges and to finance minority students in primarily white journalism schools.

Furthermore, it was the Gannett Foundation that backed up the public leadership of ASNE by funding the conferences and studies designed to raise the consciousness of the nation's editors, including the annual minority survey.

ANPA Foundation used a $100,000 grant from the Robert R. McCormick Charitable Trust and contributions from about a dozen newspaper groups to fund more than 400 partial scholarships to minority journalism students from 1968 to 1978. Then, responding to the need to move more minorities into management, the foundation established minority fellowships for ANPA and other organizations' seminars, granting 47 since 1980.

As newspapers themselves became more interested in seeking minority journalists, they found it desirable to reach minority students before they reached the graduate, or even the college level—before they had made career choices other than journalism.

Most active in reaching high school students is the Princeton, N.J.-based Dow Jones Newspaper Fund, which since 1968 has trained more than 3,000 minority high school students in summer Urban Journalism Workshops cosponsored by journalism schools and local newspapers all over the country. Of these students, who receive hands-on training from professionals while producing their own newspapers, the fund estimates 10 percent end up working for newspapers and 20 percent elsewhere in journalism.

Some newspapers have developed high school programs on their own, with the understanding that students may or may not wind up working for them as adults. "If they are not stars with us, they can be stars someplace else," says Heath J. Meriwether, executive editor of The Miami Herald, which selects six black high school students a year to work on its twice-weekly suburban sections. Meriwether, former vice-chairman of ASNE's Minorities Committee, says that in addition to producing good work for the Herald, the program has helped the students to "clearly identify journalism as the career they want."

In one of the few programs initiated by independent papers, the Nashville Banner awarded $1,500 scholarships to three of the nine minority students who completed a four-week training program this year. And some are reaching even further down the educational ladder. In a pilot program, the Akron (Ohio) Beacon Journal, with the help of Kent State University journalism students, led 35 junior high school students through the production of three eight-page tabloids in the course of a year.

Making it. For all the educational programs, and for all the best efforts of the handful of leaders out in front forcing progress, the challenge of minority journalists has barely begun once they have managed to claim a seat in mainstream newspapering. The question of acceptance still looms.

For some, it is as simple as the loneliness of being the only one. After three years of being the only black at meetings of the International Newspaper Promotion Association, Charles V. Pittman says "people come up to me and say, 'How can you do this?' It's not easy, but I go, and I think when I am there it raises their consciousness to some degree," he says.

At the Daily Times and Morning News in Erie, Pa., where he is both promotions director and classified advertising manager, Pittman says he is frequently frustrated by the staff's inability to see minorities as they see themselves. As an example, he mentions trying to explain that a Mother's Day

Percentage of Newspapers Employing Minority Journalists 1978, 1981-84

Circulation	1978	1981	1982	1983	1984
Over 500,000	100%	100%	100%	100%	100%
250,000 to 500,000	100	100	100	100	100
100,000 to 250,000	100	100	100	100	100
50,000 to 100,000	77	87	89	87	89
25,000 to 50,000	46	59	60	57	56
10,000 to 25,000	23	32	35	37	31
Under 10,000	12	14	14	16	18

Source: American Society of Newspaper Editors

piece could include a picture of a black mother. "Blacks are mothers," he says, "but they just don't see it that way."

Minority reporters are subjected to more rigorous questioning of their biases and motives than are others, maintains NABJ's Aubespin. Covering the Jackson campaign, for example, black reporters found themselves "in a precarious situation," he says. "On the one hand we have black leaders who think we are too harsh with our coverage; on the other hand we have white editors who scrutinize our coverage too carefully to see if we are too soft. When all we really want to do is our job."

While some minority journalists feel isolated in small towns or small papers where there are few other minorities, reporters on large papers often chafe at being cast in minority roles, assigned to the "ghetto" or the "taco beat" instead of covering business or sports or city government or fashion, or other subjects in line with their training and interests.

But at the same time, there is a growing group of minority journalists eager to bring their unique perceptions into mainstream papers that serve a sizable minority population.

"I have difficulty visualizing anything as rewarding as working in the newsroom of one's home town, especially when the media historically fueled the hostility to blacks," says Rose Ragsdale, a business reporter at The Clarion-Ledger in Jackson who earned a master's degree in communication from Stanford University, then returned to the city where she grew up. "I can't see anything more rewarding than to be able to make a contribution to this paper, to provide responsible coverage for the paper of record in Mississippi."

"Not a day goes by that I don't use my Spanish," says Virginia Escalante, who contributed a personal account of working alongside her parents as a migrant worker to the Times' Pulitzer Prize winning series. A 1979 graduate of IJE's summer training program for reporters and the first in her family to attend college, Escalante says "the need for more minority reporters can't be exaggerated."

Echoing some of the comments of the Kerner report, Escalante says lack of coverage "perpetuates the racial isolation, promotes racism and also misleads people into thinking minority communities are not changing, are not doing anything." "I don't mind being seen as a minority journalist," she says. "That's one of the reasons I went into journalism. I saw the need for more accurate portrayal of Chicanos."

Whatever their attitudes toward minority coverage, most of the minorities talk about the pressure. "I can't just be average, I have to be super," says one black man, the only minority in his department. And when a member of a minority group is not successful for some reason, other minorities feel the pressure even more. "Have you ever heard it said: 'We hired a white male journalist once. He didn't work out, so we're not going to hire any others'?" asks Edith Auslander, co-director of IJE's summer editing program. "I've heard it said about minorities and women."

Some, who have been with the issue for years, are discouraged by the fact that movement toward more minority hiring is coming primarily from places where there has already been progress, while nearly two-thirds of U.S. dailies have no minorities at all in their newsrooms.

USA Today columnist Jay Harris, who as an assistant dean at Medill School of Journalism at Northwestern University conducted the annual minority survey for ASNE, says, "It is as if you have four or five horses in a 1600-horse race who are already up in front of the pack. The pack is still at the starting gate, and these five horses have picked up a little steam. The question is: 'How much should we applaud?'—because the whole field of horses is not moving that much faster."

But others like John Seigenthaler, who chaired ASNE's Minorities Committee in 1982 and 1983 when momentum appeared to grow, sees the glow of real progress on the horizon.

"If every small newspaper in the South where there is a wealth of traditionally black colleges and universities would make that first breakthrough," he says. "We could turn those numbers around. . . . If every sports department in the country would be sensitive to (the predominance of the black athlete) and respond to it, we'd make that breakthrough overnight. If every major newspaper in every community where there is a black mayor or an Hispanic mayor or a major black or Hispanic or Asian population would initiate training programs, not drain off from small newspapers . . . split their interns half and half for about four or five years, we'd make that leap forward.

"I know it's going to come," says Seigenthaler, "because it has to." □

At the San Francisco Chronicle Perry Lang (right) and John Ikeda, graduates of the Summer Program for Minority Journalists, work on a story.

Percentage of Newspapers With No Minority News Executives, 1984

Circulation	
Over 500,000	0
250,000 to 500,000	43%
100,000 to 250,000	64%
50,000 to 100,000	83%
25,000 to 50,000	94%
10,000 to 25,000	96%
5,000 to 10,000	96%
Under 5,000	99%

Source: American Society of Newspaper Editors

Use of credit cards for classifieds, subscriptions offers many advantages

BY MARGARET GENOVESE
presstime staff writer

Two years ago, with bad debts for classified advertising running at an alramingly high level, the Beverly (Mass) Times took an unusual step: It started requiring payment in advance for classified advertising placed by individuals.

But while trying to cut bad-debt losses, the Times did not want to inconvenience customers who prefer to phone in classifieds. So the newspaper began offering the option of paying by Visa or MasterCard. By stating one's card number, a customer could complete the transaction by telephone.

Accepting credit cards is nothing new at newspapers. A recent survey by Allied Daily Newspapers, which represents papers in the Northwest, found the practice among its members goes back nearly a decade.

But survey results also indicated that interest in the topic appears to be growing. One paper said it started accepting credit cards only this year, and four others said they are considering doing so.

Of the 24 Allied members saying they already accept credit-card payments, 17 do so for both classified advertising and subscriptions, six for classifieds alone and one for subscriptions only.

Pluses. "It's a good service for the advertiser and it also encourages advertising because it is so easy to make the transaction," says H. Robert Hirsch, classified advertising manager at Newsday of Long Island, N.Y. That newspaper has been accepting credit cards for 10 years in transactions involving private-party classifieds.

In addition, says Hirsch, the arrangement improves cash flow because the newspaper gets its account credited immediately upon turning in the bank card drafts. Credit cards also cut down on billing procedures, he says.

Another plus to "plastic" is that it reduces the risk of non-payment, newspaper executives say. This is because the credit-issuing bank or credit-card company assumes the risk, unless the newspaper does not follow proper procedures (accepting an invalid number, for example) or some sort of customer dispute is involved.

Most newspapers accept only bank cards, although some also accept so-called "travel and entertainment" cards such as American Express or Diners Club, which consumers are more apt to use for business and expense-account purposes. To obtain a subscription to The Wall Street Journal, for example, a person may tender his or her American Express, Diners Club, Visa or MasterCard. "The reason that we use them is basically convenience," says a spokesman for the newspaper.

For newspapers offering this customer convenience, there is a price tag, of course—a handling fee.

Fees vary, depending on such things as the volume of transactions and the amount of the average charge—the higher the volume and average charge, the lower the fee. Fees at one Virginia bank with a Visa and MasterCard operation, for instance, range from 1.5 percent to just over 7 percent.

Assistant Controller Scott M. Diehl of the Eugene (Ore.) Register-Guard, says paying the fee is worth it to his paper, which accepts Visa and MasterCard for classified-ad payments. "The private-party, transient sort of classified is where we have our biggest risk, or largest exposure, on the collection side," he says, adding that "in that area, we are willing" to pay a 3-percent fee "to ensure we get the payment."

These "transient," or non-contract, classifieds have the worst bad-debt record of any newspaper advertising category, averaging 4.38 percent of revenues, according to an ANPA Credit Bureau Inc. survey of about 100 newspapers.

But whether a newspaper would find it worthwhile from a collections standpoint to accept credit cards depends on individual circumstance, says ANPA/CBI Vice President James Ralph. If a newspaper's bad-debt ratio is lower than the amount it would pay to use the credit-card system, "it is of no value to them," he cautions. "They only start to make money on it when they have a very high bad-debt ratio."

At the Beverly Times, requiring prepayment and accepting credit cards have reduced the bad-debt rate from 10 percent to 2 percent, according to Classified Manager Linda Stahl.

The Times is rare among daily newspapers in requiring prepayment of all private-party classifieds, according to Frank B. Harris, general manager of the Association of Newspaper Classified Advertising Managers, but many newspapers have certain high-risk categories in which payment in advance is mandatory.

Payment in advance, or PIA, is becoming increasingly common among newspaper circulation operations, and credit cards facilitate such subscription plans. A 1982 survey by the International

Credit cards are seen not only as convenient for customers but also advantageous to newspapers because they improve cash flow, reduce billing and lessen the risk of non-payment.

Customer with card at Fremont (Neb.) Tribune.

Circulation Managers Association turned up 59 U.S. and Canadian newspaper companies that allowed credit-card payments by subscribers.

The South Bend (Ind.) Tribune accepts credit cards for mail subscriptions and is taking a hard look at extending the option to subscriptions delivered to the home by newspaper carriers.

"We think it's a good way to go to get more PIAs," says Circulation Director Roy S. Henderson. PIAs take the collection burden off the carrier, Henderson notes, and if a subscriber pays three months, six months or a year in advance, "you know you have them for that length of time."

Minuses. Plastic is not without its problems, however.

Circulation Receivables Supervisor Carole Lee Harrison ordered the circulation staff at the Corpus Christi (Texas) Caller and Corpus Christi Times to stop writing down bank-card numbers as given by customers over the phone because so many were garbled, meaning that invalid numbers were being submitted for payment.

Now, when subscribers want to pay by credit card, they are mailed a form on which they must list the card number.

Because the Corpus Christi newspapers automatically renew expired subscriptions by charging the credit-card account number, difficulties occasionally develop, Harrison adds. The problems usually arise when a subscriber fails to notify the circulation department of a desire to cancel the credit arrangement, or when banks issue new credit cards with new account numbers.

Gordon M. Johnson, controller at the St. Cloud (Minn.) Daily Times, says his newspaper, which accepts bank cards for classifieds, sometimes gets inquiries from people who cannot recall having used the credit card for ad placement.

Unlike American Express, banks do not provide cardholders with a receipt of each transaction—only a statement listing the name of the merchant, the date of the charge and the dollar amount. On occasion, says Johnson, the newspaper has sent a customer a copy of the ad to clear up the situation.

Some newspapers that have examined but rejected credit cards say their use involves too much hassle. The Houston Chronicle, the leader in classified advertising among U.S. daily newspapers, is one such paper. Treasurer Ray W. Youngblood explains the newspaper is concerned about the need to get authorization for each transaction "up front."

That presents a problem, he says, because the newspaper does not know the total cost of the ad until its publication ends. For example, an ad may be scheduled to run for a week but is canceled after three days upon sale of the item. The newspaper then bills the advertiser only for the three days when the ad ran. "The paperwork involved would be horrendous," he says.

Other newspapers, however, contend this has not been a problem for them. At The Arizona Republic and The Phoenix Gazette, if an ad is canceled before it completes its scheduled run, the newspapers simply generate a credit notice and the bank applies it to the cardholder's account, says Credit Manager Ronald D. Hendrix.

Newsday avoids the problem altogether, says Classified Manager Hirsch, by requiring advertisers to pay for the entire run even if the ad is canceled.

Although credit card acceptance by newspapers may be on the rise, credit card use by newspaper customers still represents only a small portion of total business. At Newsday, for example, credit card transactions account for 7 percent of all private-party classified sales.

But that does not seem to bother newspapers. "It's a service to the customer," says Michael D. Thorpe, marketing director at the Clearwater (Fla.) Sun, who estimates credit card charges for classifieds to be about 150 a month. "Our philosophy is the easier we can make it for them will benefit us in the long run." □

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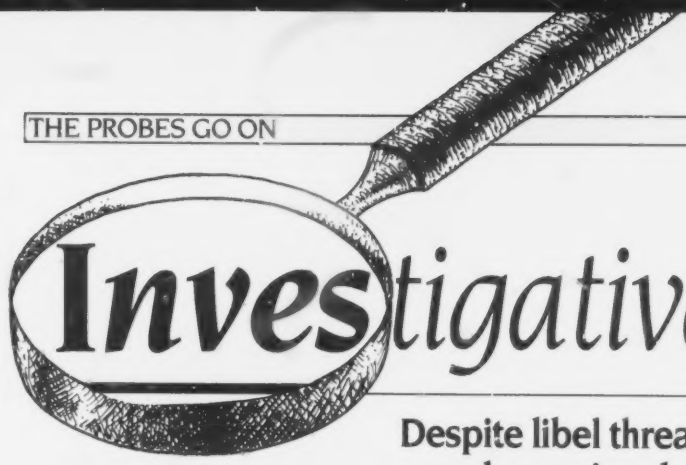


Investigative Reporting

Despite libel threats, high costs and occasional dead ends, there's still a commitment to Watergate-style digging

BY C. DAVID RAMBO
presstime staff writer

The Watergate break-in conspiracy and cover-up, the "Deep Throat" revelations and the subsequent resignation of President Richard M. Nixon 10 years ago this month marked the summit in the field of investigative reporting.

Some critics say it's been downhill ever since. But others, particularly practitioners of the "investigative" craft, say many newspapers' efforts to go beyond routine reporting are as strong as ever, maybe even stronger.

Not only did Watergate make "investigative reporting" a commonly heard term, but Washington Post reporters Bob Woodward and Carl Bernstein were catapulted into heroic figures, models to be emulated by a new generation of young journalists seeking to right the wrongs of the world through aggressive reporting and diligent research.

The attention focused on the Watergate reporting phenomenon reaffirmed the importance of investigative journalism for newspapers that had already been quietly engaged in such work—after all, crusading and "muckraking" reporters and papers have been around for years. It also spurred numerous other newspapers to undertake special projects, in-depth analyses and general behind-the-scenes digging.

Not everyone, however, was enamored of this new trend. Businessmen, in particular, said the sudden emphasis on investigative reporting too often painted them unjustly in a bad light. Other critics said some investigative reporters were too reckless in using information from politically motivated public officials or vindictive former corporate employees.

"I still have a strong interest in investigative journalism . . . but there was a period—after Woodward and Bernstein became household names—that a number of journalists lost their perspective," says Leonard Downie Jr., newly named managing editor of The Washington Post and author of a 1976 book titled *The New Muckrakers*. "Too many (reporters) got involved in the thrill of the chase (of public officials), and it was a very, very dangerous period when a lot of people got burned," he says.

While there has not been a pronounced retreat from the goals of investigative journalism, there has been a "natural caution as the pendulum swings back," says Downie.

Editors say fewer newspapers are practicing investigative reporting simply as a response to a fad or to maintain their standing as heavy-hitting journalists in the eyes of their peers.

More reporters and editors now know the intricacies of digging through public records; they know what's available in the dark recesses of courthouses, statehouses and city halls and what all that research means in compiling a professional, readable and accurate story that serves the public good.

The "team" approach to investigative projects, even though it is expensive in manpower, travel and research costs, continues to be popular these days at many big newspapers and even at some smaller ones. It also has become a practice at some television stations since the mid-1970s.

Raising one's IRE. One indicator of continuing high interest in investigative reporting is the membership of Investigative Reporters & Editors Inc., a non-profit educational organization based at the University of Missouri in Columbia.

Founded in 1975, IRE now has about 1,700 members, the vast majority of whom are working journalists in print and broadcast media. IRE made a name for itself following the death of Don Bolles, a reporter for The Arizona Republic of Phoenix who was killed in 1976 while investigating political corruption and organized crime. IRE volunteers conducted "The Phoenix Project," which resulted in a 23-part award-winning series that helped finish Bolles' work.

IRE's most recent annual convention, June 7-10 in Miami, drew nearly 500 attendees, a typical turnout, IRE officials say.

The organization also holds workshops in investigative reporting techniques that have proven to be popular among working journalists. "People will pile five and six into a car and drive 400 miles" to an IRE workshop, notes Bob Greene, an IRE founder and assistant managing editor for investigations and special projects at Newsday of Long Island, N.Y.

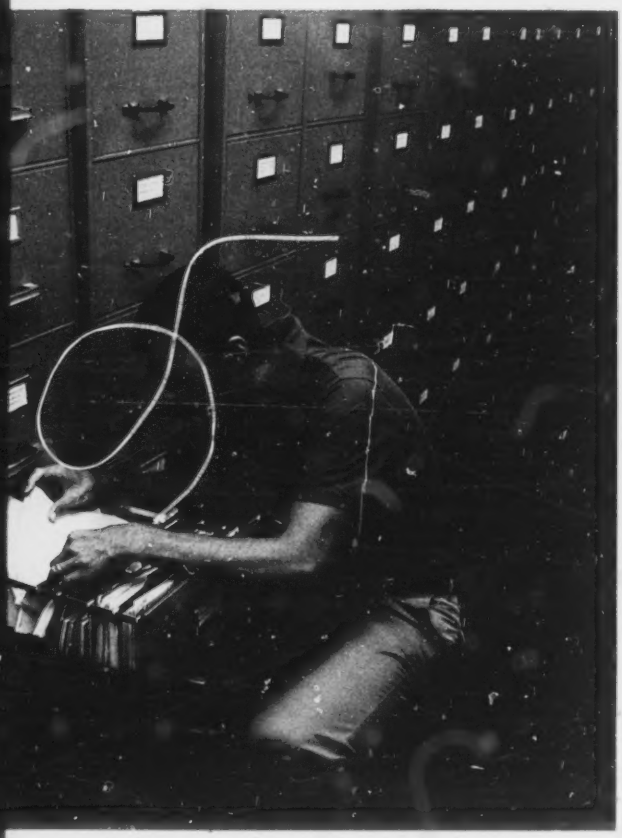
One reason, he says, is that most all reporters, investigative or not, crave information, advice and legal tips on how to search obscure public records, to pursue facts and witnesses, and to interview reluctant or frightened sources in the course of an investigation. The newspaper business is "not properly serving that need within our own house," he adds.

Evolution of a craft. The way Greene sees it, investigative journalism has gone through several phases. "Long before Watergate and everything else, a fair number of newspapers always had an investigative profile," he says. "It was long before the major wave that you saw come along" in the early and mid-1970s.

Then "you went through a period of time when everything was investigative," whether the term was valid or not, he continues. The practice spread to the broadcast media and non-fiction books.

Now, "the flood waters have subsided." Remaining are the practitioners who were involved in investigative work long before Watergate as well as some newcomers who indeed were part of the '70s surge but who have since become noted in the field.

Greene oversees Newsday's investigative team that includes a team leader plus three reporters. There usually are several



Investigative reporters often pore through voluminous files.

city desk reporters also working on a special project "so we always have about six reporters going (on investigations) at the same time."

Jerry Uhrhammer, special projects editor of The Register in Santa Ana, Calif., also sees a lot more digging by beat reporters as a byproduct of the '70s wave. "There is a lot of good investigative reporting being done now by beat reporters . . . who have sharpened their skills," he says. Investigative techniques are being applied "to the job at hand."

Mary J. Hargrove, special projects editor of The Tulsa (Okla.) Tribune, is one of three people who work full-time on investigations at that mid-size daily. She agrees that in the backwash of the Watergate era the media have been left with journalists "more committed and more trained" in looking beyond the daily routine of a beat.

An example of the results is a series of 60-70 stories the Tribune ran on "room and board homes" licensed by the state in which former residents of mental institutions live. The newspaper found a number of problems, including unhealthy living conditions, weak enforcement of health regulations and instances in which owners of the houses bought life insurance policies on the residents, naming themselves as beneficiaries.

The stories led the Oklahoma Legislature to tighten its regulations on such facilities, Hargrove says.

The wire services also have expanded their in-depth pursuits. For example, United Press International recently formed an investigative reporting team to be headed by Gregory Gordon, an award-winning, 13-year veteran UPI reporter. He speaks forcefully about the importance of going beyond the routine reporting of daily developments. "To me, that's the ultimate in being a journalist," he says. "Without that element, I think that the news industry is a toothless tiger."

The libel threat. Gordon and others acknowledge, however, that aggressive reporting does not come without risks.

People who have been "targets" of investigative pieces have become "very sophisticated in their counterattacks," he notes. One of their methods is buying advertisements to lambaste the media for perceived wrongdoing. But their greatest defensive parry is the libel suit, or the threat of it.

Investigative reporting has always depended on accuracy, but the emphasis is even stronger now than it was a decade ago because of the growing libel threat. Lawyers now scrutinize investigative stories to determine legal risks.

There is "no question" that the threat of libel suits is hurting investigative reporting, says Richard D. Thomas, executive editor of The Macon (Ga.) Telegraph and News, which recently lost its appeal of a $243,857 libel judgment [presstime, June 1984, p. 34]. "This has a real chilling effect on our willingness to go after stories," he says.

"Any papers that still do investigative reporting are going to have these kinds of suits," says Frank McCulloch, executive editor of Sacramento, Calif.-based McClatchy Newspapers. The resulting cost in defending libel actions is "not nickels and dimes. It's big bucks."

Also troublesome for a newspaper's staff is the "diversion of attention" that a libel suit requires in the various pre-trial stages alone, McCulloch says. "You lessen the practice of journalism in favor of the practice of law. . . . (Defending against suits) takes bodies, takes money, takes energy and it takes man-hours. Those are all the things we've got" to put out the newspaper.

Many editors say they are proceeding with investigating efforts despite the often-heard libel threats. But they add that they exercise double caution to ensure that their facts are correct.

That, according to Uhrhammer, can translate into different meanings.

On the one hand, there probably are many editorial staffs that indeed are doing a better job in getting the story straight. "It may be strengthening the reporting that is being done," he says. "They want to get the stories nailed down beyond a shadow of a doubt, and that is why documents are so important."

On the other hand, "there is always a question of *how well* to nail it down. How many things are not being published that the public should know" because editors are being overly cautious? he asks.

There is not always an answer to such questions, just as there is not always a story at the end of every investigation, no matter how much time and effort went into it.

"A real mistake is to launch yourself into something then, come hell or high water, (to decide) you're going to run something," says Jim Savage, investigative editor of The Miami Herald.

Then again, it might just take a little more work, some more digging, some more checking, to uncover the key. The Dallas Times Herald has had one investigative project in the works more than a year, says Larry Tarleton, managing editor for news. "We're still looking for the blockbuster piece," he explains. "We're sure it's out there, but we just haven't been able to find it."

But despite the threat of libel suits, despite the costs, despite the chances of hitting a dry hole and all the other difficulties, most observers believe that newspapers that are serious about their investigative efforts will continue their commitment. One reason is that many investigative reporters now are in their late 20s or early 30s and are in line to become the newsroom decision-makers of tomorrow. "If they're any good, they're usually promoted to an editor position," notes Hargrove.

And once there, it's unlikely that they'll lose their taste for the hunt. □

One day in the life of newspapering

Friday, July 6, was a hot summer day. But it was a very typical day in the multi-faceted, dynamic life of North America's daily newspapers. As dawn touched the East Coast and residents began awakening, their newspapers were already busily involved in the never-ending daily cycle of producing—from scratch—a unique, brand-new product tailored to their local needs. While the morning progressed, the early-bird editors and news staffers were joined in countless cities and towns by thousands of newspaper production and business-office workers. Highly sophisticated electronic equipment was brought into play. Yet, many newspapers still relied on more traditional equipment, and some headlines were still written and "character counted" by hand. As the sun continued westward, afternoon papers confronted successive deadlines and morning-paper staffs cranked up their own daily routines. Circulation trucks were serviced in Jackson and Jacksonville. In Dallas and Davenport, newsprint was delivered. In St. Louis and St. Paul, display ad salespeople called on advertisers. In Kalamazoo and Kankakee, composing rooms buzzed with activity. In Chicago, readers clipped food coupons and entered newspaper promotion contests. Sports events from Little League to the National League were recorded, photographed and analyzed from Saskatoon to San Diego. Afternoon papers were printed, hauled down congested highways and turned over to thousands of eager young carriers. By evening, editors of a.m. papers had decided on the play of the next morning's news. Pages were rolled again from composing to platemaking to the pressroom. As West Coast pressmen ended their shifts, another newspapering day was already started in the east. Another day, another 68 million newspapers.

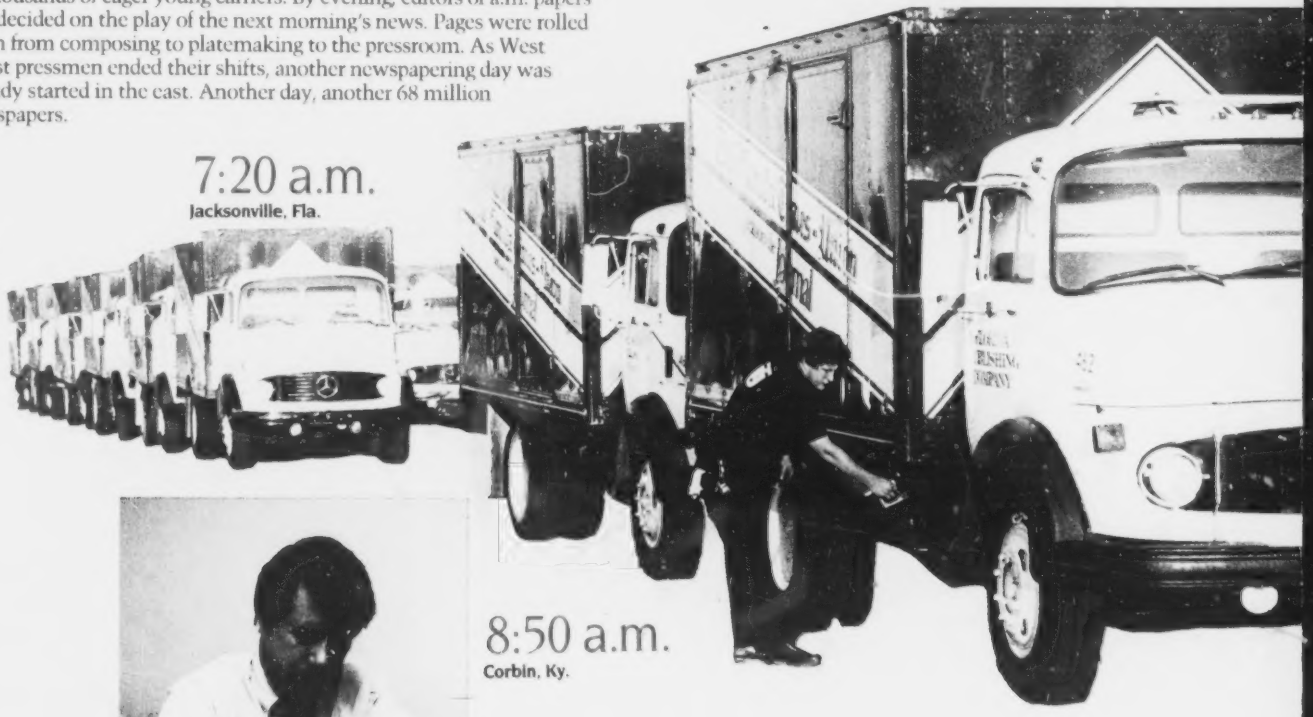
5 a.m.
Halifax, Nova Scotia

Wambolt-Waterfield

7 a.m
Salem, Mass.

The Salem Evening News

7:20 a.m.
Jacksonville, Fla.

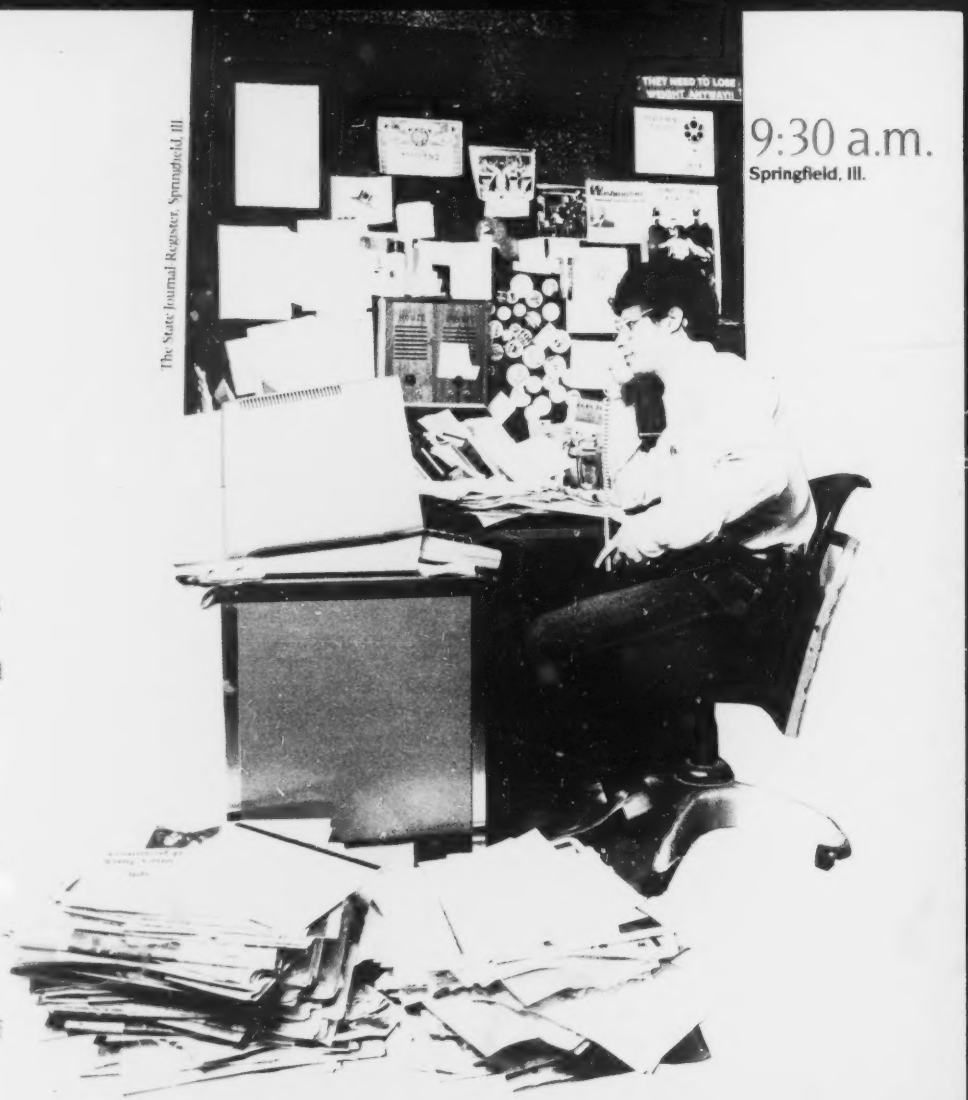


Don Ray/Florida Times-Union

8:50 a.m.
Corbin, Ky.

Bill Cox/Corbin Times-Tribune

Among the first newspaper people reporting to work anywhere in North America are three editors of The Mail-Star in **Halifax,** Nova Scotia, here checking in with the security guard at 5 a.m. to begin work on their afternoon paper. They're picking up copies of the sister morning daily, The Chronicle-Herald. At The **Salem** (Mass.) Evening News, Managing Editor Ed Passarella (foreground) and Editor Jim Stommen begin the day reviewing photos transmitted by the Associated Press. In **Jacksonville,** Floyd Ashton services trucks returning from their early morning circulation runs carrying the Florida Times-Union into North Florida and South Georgia. The trucks later today will carry the afternoon Jacksonville Journal. Writing headlines the old-fashioned way—manually on his typewriter—is Managing Editor Gene Cantrell Jr. at the **Corbin** (Ky.) Times-Tribune. In the littered press room of the Illinois State Capitol in **Springfield,** Bloomington (Ill.) Pantagraph Capitol Correspondent Bernie Schoenburg writes wrap-up news stories after the Legislature ended its session. By mid-morning, Kelly Piette in **Duluth,** Minn., is busily taking phoned-in classified ads from customers at the Duluth News-Tribune & Herald. At the **Dallas** Times Herald, another truckload of newsprint is delivered just before most of the newspaper's office staff begins its lunch hour.



The State Journal Register, Springfield, Ill.

9:30 a.m.
Springfield, Ill.

10:30 a.m.
Duluth, Minn.

Jack Rendulich/Duluth News-Tribune & Herald

Dallas Times Herald

11:50 a.m.
Dallas

1:10 p.m.
Wichita, Kan.

Larry Fleming/The Wichita Eagle-Beacon

Rick Padden/Pueblo Chieftain

2:30 p.m.
Pueblo, Colo.

The Salt Lake Tribune

4:30 p.m.
Salt Lake City

Peter Haley/Bellevue Journal-American

6 p.m.
Bellevue, Wash.

In **Wichita,** John Wilcox, advertising director for Shepler's Inc., the world's largest western-wear store, discusses layout composition for one of his store's display ads with Laurie Thomas, major accounts representative of The Wichita Eagle-Beacon. Further west, before the daily deadlines begin hitting, **Pueblo** (Colo.) Chieftain News Editor Ken Noblit (left) and Electronic Technician Charles Bollacker enter formatting changes at the newspaper's mainframe computer keyboard. In **Salt Lake City,** Editor Will Fehr (center) of The Salt Lake Tribune meets departmental editors at the daily editorial conference to discuss plans for the next morning's paper. Photographing a fast-pitch softball game in **Bellevue,** Wash., is staff photographer Sally Tonkin of the Bellevue Journal-American. But it's baseball, not softball, in the spotlight later that evening as The **San Diego** Union's Bob Kravits covers the Padres-Pittsburgh Pirates game. In **Anchorage,** Alaska, pressman Scott Gilbert puts the local front-page plate on the Daily News press just before midnight. And the next morning in **Agana,** Guam, newspaper carrier Karla R. Guerrero delivers the Pacific Daily News. She's half a world and two days away—because of the International Date Line—from the point when and where this journey began in the Maritime Provinces of Canada. □

The San Diego Union

8:05 p.m.

San Diego

Tom Alvarez/Anchorage Daily News

11:55 p.m.

Anchorage

Mark Skinner/Pacific Daily News

6:50 a.m.

Agana, Guam

Gerald Garcia

One of a kind, but wanting company

BY MARCIA RUTH
presstime staff writer

Raised in the small town of Beeville, Texas, between Corpus Christi and San Antonio, by his Spanish-speaking mother and grandmother, Gerald Garcia did not learn English until he went to elementary school. Yet by age 38 he had risen to become the first (and still the only) Hispanic editor and publisher of a general-circulation daily in the United States—at the Tucson Citizen, a Gannett Co. newspaper.

Then, with his appointment four months ago as one of three vice presidents of Gannett's Western operations, Garcia moved even higher in newspaper management circles—to a level where minorities can be counted on one hand.

"Gerald Garcia is a breath of fresh air," says Madelyn P. Jennings, Gannett senior vice president/personnel and administration. "He really loves life and has great skills in dealing with people."

Breezing into Tucson two years ago, Garcia created an informal group of community leaders to meet with once a month. "I've always felt editors and publishers for the most part sit in an ivory tower," he says with a laugh, "and I just decided that if I'm going to work in this town, I have to know the decision-makers."

"He's very receptive to other people's ideas," says Dale Walton, who was managing editor of the Citizen before Gannett purchased the paper in 1977 and stayed on in that position after Garcia arrived. "The most noticeable thing is how decisive he is . . . (but) he doesn't feel locked in. He's very enthusiastic, always looking for ways to improve the newspaper, and they don't have to be *his* ways."

Originally signed up to study petroleum engineering at Texas A & M as the surest way "not to work with a pick and shovel like most of us whose names ended with 'a' or 'z,'" Garcia switched to journalism because he "liked the optimism" of the "highly spirited people" who worked at The Bat Cave—the basement office of the college paper, The Battalion.

After earning a degree in journalism and completing stints on two small Texas dailies, he joined the Fort Worth Star-Telegram as a sports writer in 1969. He soon moved to the news side where, because of his talent for layout and design, he was asked to convert the traditional society pages to a "lifestyle" section. Typically, Garcia used that opportunity to broaden his outlook. "I learned a great deal about women's sensitivity and how my point of view sometimes differed, and why certain things just should not be covered from a male-oriented perspective," he says.

Impressed with the young editor, James H. Hale took Garcia with him in 1977 when Hale left the Fort Worth paper to become publisher of the Kansas City (Mo.) Star and Times. Sharing an office with Hale, the young assistant had a vantage point he considers invaluable for journalists moving into management—watching the managers as "a mouse in the boardroom." Hale, who still heads the Kansas City papers, found Garcia "decisive," with "the fortitude to do whatever he has to do to make a newspaper work right. . . . He's a good leader . . . people have confidence in him," says Hale.

Then Gannett made Garcia an offer he couldn't refuse, and in 1981 he became a general executive of The Sun in San Bernardino, Calif. While Garcia's Hispanic roots had nothing to do with his being hired in Kansas City ("absolutely nothing," says Hale) Gannett was on the lookout for minority publishers. The following year Garcia was the obvious choice for publisher in Tucson, where 25 percent of the population is Hispanic.

Gannett, says Chairman and Chief Executive Officer Allen H. Neuharth, "tries to put people in communities where part of their background or perspective or lifestyle matches the community's." Garcia has "a particular perspective on a large segment of the population and the community in the area in which the paper is published, and at the same time he has a broad general feel for the society in which he is operating," Neuharth says. "We think that is a good combination for anyone."

Nonetheless, Garcia says he feels "uneasy" when discussion turns to the American Society of Newspaper Editors' goal to raise the proportion of minorities in newsrooms to that of the U.S. population by the year 2000. (See story, p. 14.)

"I don't think we should be talking about parity. I think we should be talking about responsible journalism," says Garcia. "We just cannot cover our communities correctly if we don't have women and minorities on our staff and on our management team. . . . We cannot continue to cover our multifaceted society through white eyes and white ears," he says. "When you're really doing your job you stop counting."

Without the increase in Hispanics on the staff—approximately doubled since Garcia's arrival in 1982 to today's 9.5 percent in the newsroom and 13.7 percent overall—he says the Citizen "would not have had the sensitivity" to do the five-part series, "Land in Torment," which portrayed the lives of immigrants flooding into the Southwest from strife-ridden Central America.

Observing that newspapers' minority hiring and coverage are "a lot better" than they were a few years ago, Garcia, as the first president of the newly formed National Association of Hispanic Journalists, is already on to his next goal—moving more Hispanics into newspaper *management* positions. "We should not discuss the past," he says, "only ideas and opportunities for the future."

Of his noteworthy rise to the upper echelons of his profession, Garcia appears to have but two regrets: the decline of his golf game—his scores climbed from the mid-70s to the high 70s and low 80s after he joined Gannett—and that his seven career moves have caused his wife Joyce to attend "more campuses than any person I've ever known" in pursuit of her doctorate in occupational therapy and psychology while raising two children, Gerry and Wendy. □

ESSAY

Fight frivolous libel suits by seeking restititution of newspaper's legal fees

BY W. E. CHILTON III

Newspapers across the country are being bombarded with bizarre libel suits brought by disgruntled public officials whose attorneys' knowledge of the First Amendment wouldn't fill a chinquapin.

The Charleston Gazette has pending 11 libel suits. You can dismiss one prepared by a penitentiary inmate, another by a private citizen (each plaintiff representing himself), and the total is nine. Of those nine, Rudolph DiTrapano, our libel lawyer, says eight are nonsense.

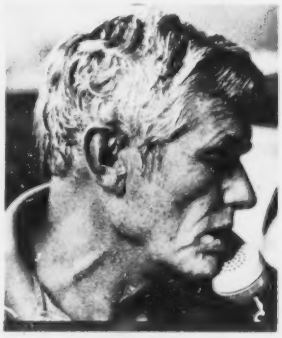
What are we doing about nonsense suits?

We intend to sue plaintiff's lawyer for restitution of our attorney's fees. In addition, we will ask the West Virginia Supreme Court to request the state's Legal Ethics Committee to discipline lawyers who put their names to frivolous actions against us. Our first countersuit will be in response to libel litigation initiated against the Gazette this spring.

About a year earlier, on April 22, 1983, the Gazette had published an article quoting from a grand jury report that was part of a case argued before the five justices of the West Virginia Supreme Court. A state trooper had testified before the grand jury that the Ku Klux Klan stands for "God, country and apple pie." We used this quote in a news article. The state trooper's lawyer, a former assistant attorney general, sued us, the Associated Press and the Beckley Post-Herald for libel on Good Friday.

The Monday following filing of the suit, DiTrapano convinced a Kanawha County circuit judge to dismiss it. At the hearing, the lawyer suing us realized he had made a bad mistake and did not contest the dismissal order.

He did, however, contest a plea from our lawyer for our legal fees. The judge said he would take this demand under advisement and asked our attorney to furnish evidence of similar fees having been paid in West Virginia. Although awards have been made in other states, they have not been approved or ordered here. In late June the judge denied our request, noting that circuit judges rule by precedent and rarely break ground.



W. E. Chilton III

DiTrapano will appeal this ruling that hasn't, to date, been signed by the circuit judge and will request the state Supreme Court to direct the circuit judge to award us our attorney fees: $4,000. In the same appellate procedure, DiTrapano will request the court to refer the matter to the state bar association's Legal Ethics Committee for appropriate disciplinary action.

The remaining libel cases pending against us are as atrocious as the one I have cited, and when they have been disposed of, we intend to proceed against plaintiff's lawyer.

No other course makes sense. If my intelligence is accurate, as noted at the beginning of this article, nuisance libel suits are being initiated wholesale across the nation. Libel cases cost defendants plenty. They cost plaintiffs nothing, assuming the lawyer representing plaintiff has the suit on a contingency fee basis.

In this litigious society, suing somebody, anybody, is easier than buying a ticket to a Michael Jackson concert. Numberless libel suits are without substance, but they're brought on a nothing-to-lose basis. That's what I hope to change—and what I'm convinced more newspapers should dare to change.

West Virginia's Code of Professional Responsibility for lawyers says in Canon 6 that "a lawyer should represent a client competently . . . *and should accept employment only in matters in which he is or intends to become competent to handle.*" Subsequently, the same canon under the heading, Disciplinary Rules, posits:

"Failing to Act Competently.—[A] A lawyer shall not:

"[1] Handle a legal matter which he knows or should know that he is not competent to handle, without associating with him a lawyer who is competent to handle it.

"[2] Handle a legal matter without preparation adequate in the circumstances."

In Canon 7, lawyers are admonished that they are "not justified in asserting a position in litigation that is frivolous."

The canon advises lawyers that they may represent a client even though "client has elected to pursue a course of conduct contrary to the advice of the lawyer as long as he [lawyer] does not thereby knowingly assist the client to engage in illegal conduct or to take a frivolous legal position." The same canon also says a lawyer shall not:

"[1] File a suit, assert a position, conduct a defense, delay a trial, or take other action on behalf of his client when he knows or when it is obvious that such action would serve merely to harass or maliciously injure another.

"[2] Knowingly advance a claim or defense that is unwarranted under existing law, except that he may advance such claim or defense if it can be supported by good faith argument for an extension, modification, or reversal of existing law."

West Virginia's Code of Professional Responsibility isn't unique. Codes of all states contain similar language.

In my judgment, a few suits in which plaintiff's lawyers are compelled to cough up defendant's court and lawyer fees will halt the filing of virtueless libel litigation and litigation begun for no reason save to harass newspapers.

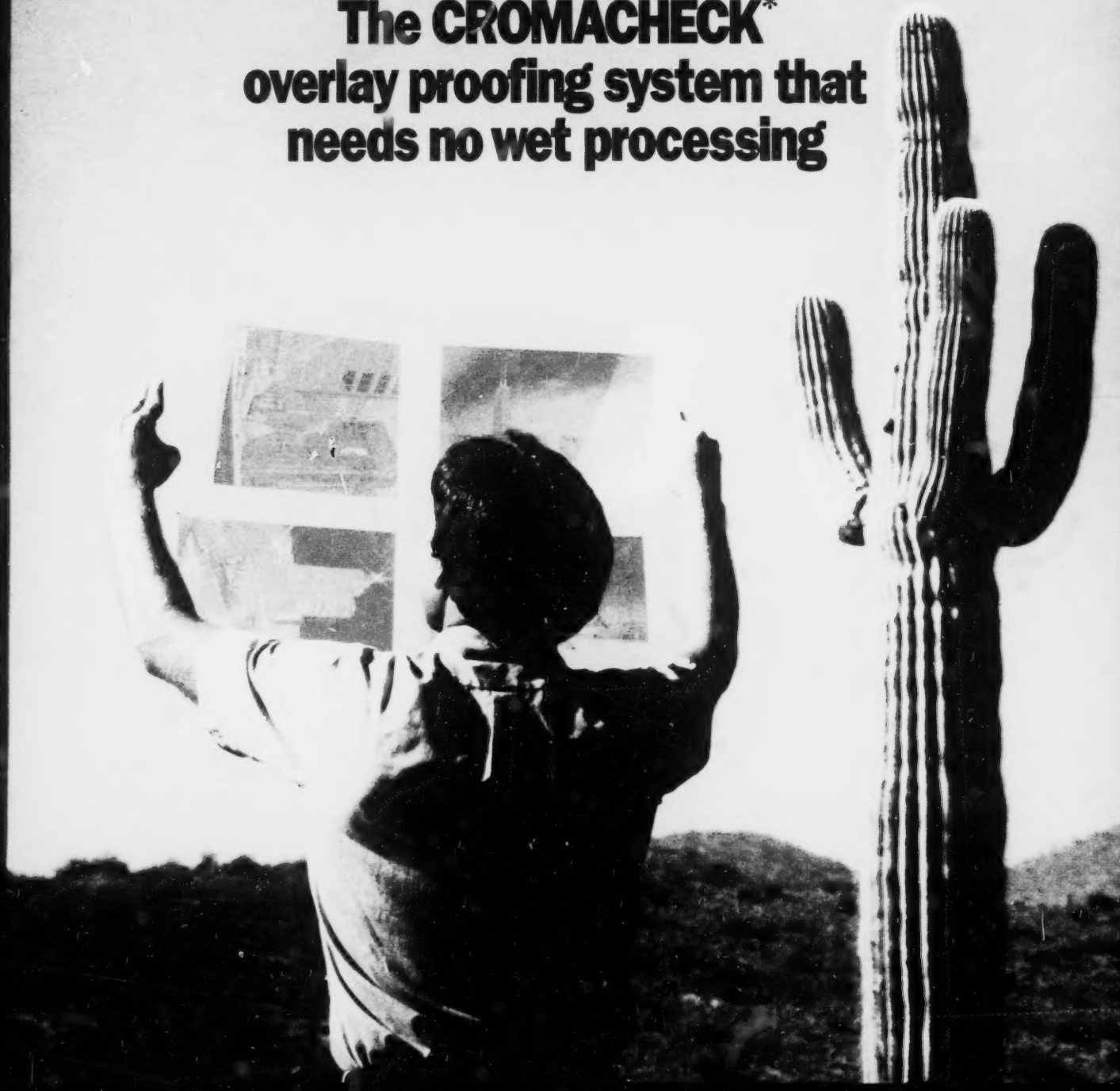
Harassment is a misuse of the nation's system of justice, and this misuse must be stopped. Indeed, failing to punish misuse is, I insist, to sanction its continuance. □

Chilton is publisher of The Charleston (W.Va.) Gazette, a morning daily with 55,160 circulation.

INTRODUCING DRY OVERLAY COLOR PROOFING

Another DuPont first!

The CROMACHECK* overlay proofing system that needs no wet processing



1. Expose, using a film negative and high-intensity UV light. With small proofs, a single exposure makes all four colors.

2. Mount on a vacuum easel for stripping.

3. Strip apart, saving the top layer.

4. Register the top layers, and you have a finished proof—with no wet processing, no special processors.

Now there's an easier way to make quality overlay color proofs from film negatives. It's the DuPont dry way—with no wet chemistry, no special processors, no odors, no venting or drying time.

And you can only get it with DuPont's new CROMACHECK Overlay Color Proofing Film.

CROMACHECK is a dry, peel-apart film. For a full-color proof, all you do is expose each of the four process-colored CROMACHECK films through the appropriate negative, peel off the imaged top layer, and register the four top layers. Or, view two or more CROMACHECK sheets as a progressive proof.

CROMACHECK is fast, too. With standard UV light sources, CROMACHECK film exposes 25% to 40% faster than competitive films. Each CROMACHECK film has the same exposure time—so if you're making smaller proofs, a single exposure makes all four colors.

And the quality is just what you're looking for. CROMACHECK proofs show you the full tonal range, with true colors and a clean background.

CROMACHECK dry overlay color proofing from DuPont. No wet chemistry, no special processors, just light. Ask your DuPont Technical Representative or DuPont CROMACHECK Dealer for a demonstration. Or write for more information to DuPont Company, Room 40240, Wilmington, DE 19898. *DuPont's trademark for its overlay color proofing film

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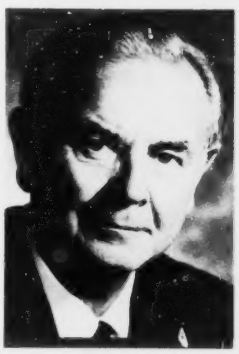
U.S. Supreme Court rules on 3 First Amendment cases

The U.S. Supreme Court decided three more First Amendment cases before ending its 1983-84 term July 5.

In those close-of-session decisions, the court:

- Left open the door to deregulation of broadcast content by the Federal Communications Commission
- Upheld regulations on the manner in which U.S. currency may be reproduced for publication, but struck down restrictions on when such reproduction is permissible
- Ruled that pretrial news coverage did not warrant reversal of a murder conviction.



William J. Brennan Jr.

The broadcast regulation case, *FCC v. League of Women Voters*, centered on the question of whether public-broadcasting stations may make editorial comments. The court said federal law prohibiting such broadcasting violates free-speech guarantees of the First Amendment.

A U.S. District Court judge in 1982 had declared the ban unconstitutional. The government appealed directly to the Supreme Court.

Communications lawyers said the ruling was a victory for the First Amendment. They also said close attention should be paid to two footnotes to the decision.

Justice William J. Brennan Jr. wrote in one that the court is not prepared to "reconsider our long-standing approach (to content regulation) without some signal from Congress or the FCC that technological developments have advanced so far that some revision of the system of broadcast regulation may be required."

The other footnote, also by Brennan, said that if the FCC could demonstrate that the "fairness doctrine" deters instead of enhances free speech, "we would then be forced to reconsider the constitutional basis" of earlier court rulings upholding the doctrine.

Attorney James Goodale of New York City said the footnotes are "a clear indication for the FCC to make a factual record" that the basis for the fairness doctrine and other editorial controls is outdated.

"I would be very surprised if the FCC were not looking at a way to do that right now," he said.

FCC officials, including Chairman Mark Fowler, have said that content restrictions should be lifted.

John F. Kamp, legal assistant in the FCC's Mass Media Bureau, said the commission staff has been considering publishing a notice of proposed rulemaking on the general topic of broadcast content regulation. He said there already is an inquiry under way on the subject, including questions on the fairness doctrine such as: Would it be fair to eliminate the fairness doctrine "given the existing state of competition in the marketplace and the existing state of the law?"

Efforts in Congress toward eliminating content regulation, most recently by Sen. Bob Packwood (R-Orc.), have been unsuccessful [presstime, July 1984, p. 52].

Opponents of content regulation say that the proliferation of new technology such as cable television, which does not use broadcast frequencies, has made scarcity arguments obsolete. Some say there never were any good arguments for content regulation.

In the case on how currency may be photographed and published, *Regan v. Time Inc.*, the court upheld parts of the existing anti-counterfeit law. It affirmed the law's provisions that all illustrations must be black and white and smaller than three-fourths or one and a half times bigger than the actual size, and that the negatives and plates used in making the illustrations must be destroyed after their use.

But the court struck down other parts of the law stating under what circumstances the pictures of money, stamps, bonds and other obligations and security of the United States may be published.

The parts that were struck required the government to make a judgment as to use based on the content of the material, the court said. "Regulations which permit the government to discriminate on the basis of the content of the message cannot be tolerated under the First Amendment," the court said.

In effect, then, illustrations of currency may now be used for any purpose so long as they comply with the aforementioned restrictions size, color and disposition of plates and negatives.

The case centered on the allegedly unlawful use of photos of money by Time Inc. in its Sports Illustrated and other magazines. Time said it will seek a legislative remedy to the remaining requirements on how the pictures may be printed.

In the third case, *Patton v. Yount*, the court said newspaper and other pretrial news coverage did not warrant reversal of a conviction in a 1966 murder case in Pennsylvania. A high school mathematics teacher pleaded guilty to the rape and murder of an 18-year-old female student. He was tried and convicted after claiming temporary insanity.

The Pennsylvania Supreme Court later reversed the conviction, saying police had failed to inform the man adequately of his right to an attorney prior to confessing. A new trial was ordered, and the man asked for a change of venue because of heavy pretrial coverage. It was denied.

The 3rd U.S. Circuit Court of Appeals overturned his conviction because of the effect of prejudicial pretrial publicity on the jurors.

Justice Lewis F. Powell Jr., in the majority opinion for the high court, said the answers of prospective jurors in the second trial did not "reveal the kind of 'wave of public passion' that would have made a fair trial unlikely. . . ."

The passage of time between the first and second trials clearly rebutted any presumption of partiality or prejudice, Powell said.

"That time soothes and erases is a perfectly natural phenomenon, familiar to all," he noted. □

Correction

A report in the July issue of presstime (p. 49) that a federal judge in Washington, D.C., had ruled the Defense Department was within its rights in banning news coverage of the first two days of the U. S. invasion of Grenada in October, failed to note that the judge ruled the complaint of Hustler magazine publisher Larry Flynt moot. □

Government appeals ruling on Day Trust

The federal government is appealing a U.S. District Court judge's decision that The Day Trust, owner of The Day in New London, Conn., is exempt from federal tax laws governing private foundations.

The government's notice of appeal was filed July 13 in U.S. District Court in Hartford, Conn. The request will be heard by the 2nd U.S. Circuit Court of Appeals in New York City.

The government decided to appeal after Judge Jose A. Cabranes May 15 denied the government's motion that he change or vacate his March 23 judgment in favor of the trustees of The Day Trust [presstime, May 1984, p. 51].

In their lawsuit against the Internal Revenue Service, trustees of The Day Trust had said they would be forced to sell the 37,314-circulation daily, probably to a newspaper group, if the private foundation rules applied.

"We expected the government to appeal, and so we are prepared," said Day Editor and Publisher Reid MacCluggage, who also is a trustee. "We are optimistic about how it is going to finally resolve itself. We have a good case. Judge Cabranes . . . agreed with us, and we have no reason to believe it won't be upheld at the circuit level." MacCluggage said the appeal process is expected to take a year. □

Court review is sought in free-paper ruling

The U.S. Postal Service served notice it will seek review in either the 6th U.S. Circuit Court of Appeals or the U.S. Supreme Court of a judge's order allowing a free-circulation weekly newspaper to take advantage of second-class, in-county rates.

Besides ruling that The Enterprise of Winchester, Tenn., should be entitled to less costly second-class service, U.S. District Judge Thomas G. Hull also ordered USPS to reimburse the newspaper $77,356 for "excess postage" paid for more costly third-class delivery [presstime, July 1984, p. 51].

Enterprise Publisher Ron Bailey said he has received phone calls from other free-newspaper publishers who are considering filing similar suits so that they, too, might use in-county, second-class mail. □

Jailed editorial writer seeks legal reform

Editorial writer Richard Hargraves, after getting a taste of life behind bars, has vowed to work toward a revised journalists' shield law in Illinois—one that provides a balance between First and Fourth Amendment rights in libel cases.

Current Illinois law does not provide protection for journalists who refuse to name sources in libel cases.

Hargraves, now an editorial writer for the St. Louis Globe-Democrat, spent two and a half days in the St. Clair County Jail in early July on a contempt of court charge after refusing to reveal sources in a libel case. The case centered on an editorial about a county official that he had written in 1981 while working for the News-Democrat of Belleville, Ill.

Hargraves had asked the U.S. Supreme Court to hear an appeal of the contempt citation. Although Justice John Paul Stevens June 19 granted him a temporary stay, the full court later refused to consider the case [presstime, July 1984, p. 49].

Hargraves was jailed July 3 but was released July 5 after the two sources he had refused to name stepped forward and identified themselves. He subsequently confirmed that they were his sources.

AP

Hargraves is escorted to Illinois jail.

"There must be a reasonable balance of interests" between libel plaintiffs and journalists, Hargraves said. He said he has begun to approach Illinois legislators and other elected government officials about a possible change in the law, and their initial reaction has been favorable. □

COURT BRIEFS

• Two newspapers and three television networks said they will appeal a U.S. District Court decision upholding a Washington state law against **exit polling**.

The New York Times, The Herald of Everett, Wash., NBC, ABC and CBS filed suit against the state over the law designed to stop the media from conducting polling interviews with voters just after they emerge from the ballot booth [presstime, Jan. 1984, p. 35].

U.S. District Judge Jack Tanner said the law "incidentally" violates First Amendment rights to gather news.

But he said the potential harm of such a violation is more than offset by the need to protect the sanctity of the voting place.

• The daily Manteca (Calif.) Bulletin was awarded $2.1 million in damages following a trial in an **antitrust suit** it had filed against the twice-weekly Manteca News.

The Bulletin, owned by Morris Newspaper Corp. of Savannah, Ga., argued that the News sold advertising below cost and offered secret discounts to advertisers in an effort to run the Bulletin out of business.

News General Manager Dean L. Davy said the newspaper denied all allegations. He also said newspaper officials would decide in early August whether to appeal.

• **Independent contract carriers** of the Kansas City Star Co. have asked the U.S. Supreme Court to hear their appeal of a court decision upholding the newspaper's plan to phase them out.

The 8th U.S. Circuit Court of Appeals in February ruled that the Star Co. has a right to implement an agency system, in which the publisher would sell newspapers directly to readers. Under the independent contractor system, the newspaper sells copies to carriers who in turn sell to readers [presstime, March 1984, p. 31].

The 270 carriers in the case claim, among other things, that the Star Co.'s plan violates federal antitrust law.

Costa Rica tightens rules on licensing

Costa Rica has tightened restrictions on who can be a journalist.

As of July 16, foreigners who want to attend press conferences, cover public events, conduct interviews or engage in other press activities must have cards issued by the Colegio de Periodistas, the group designated by the government to decide who is qualified to practice journalism.

Newspaper advertisements announcing the new directives also said police would be required to confiscate unauthorized credentials, including press identification on vehicles, and to report infractions to the colegio.

Costa Rica's licensing law has received international attention through the case of Stephen Schmidt, an American working for Costa Rican newspapers who was convicted of practicing journalism without a license and sentenced to three months in jail. After losing his appeal in Costa Rican courts, Schmidt's case was accepted May 15 by the Inter-American Commission on Human Rights, which is scheduled to issue an opinion in September. One option is for the commission to refer the case to the Inter-American Court of Human Rights [presstime, June 1984, p. 42].

The case is being watched closely as a possible precedent for attempts to license journalists elsewhere in the world. In Latin America, at least nine other countries have similar restrictions on who can be a journalist.

In Costa Rica, the colegio grants licenses only to journalists who have degrees from the University of Costa Rica. Schmidt holds a journalism degree from another Costa Rican university. □

The first group of foreign journalists to receive Alfred Friendly Press Fellowships tours The Newspaper Center. ANPA Executive Vice President Jerry W. Friedheim (right) shows the M.A.N.-Roland press to fellows from Singapore, Turkey, Zambia, Thailand, Sri Lanka, India, the Philippines and Yugoslavia, as well as (from far left) program administrators Elisabeth Ryan and David Nalle, Elise Burroughs of American Society of Newspaper Editors, Elie Abel of the Department of Communications at Stanford University and ANPA's Mark Daly.

IAPA encouraged after talks on reopening Paraguayan daily

The executive committee of the Inter American Press Association left a meeting with Latin America's longest ruling dictator convinced he had kept the "door ajar" to reopening Paraguay's largest daily newspaper, ABC Color.

"We were not satisfied, but we were encouraged," said Edward Seaton, publisher of The Manhattan (Kan.) Mercury, who led IAPA's delegation that met June 22 with Paraguay's president of the last 30 years, Gen. Alfredo Stroessner.

A week later, the U.S. House of Representatives unanimously passed a resolution that "condemns" the closing of "the only independent newspaper in Paraguay."

The House resolution urges the Paraguayan government to "guarantee freedom of the press."

The daily has been closed since March 22, when Publisher Aldo Zuccolillo began a week's jail sentence for refusing to reveal the name of a reporter who interviewed a politician opposed to Stroessner [presstime, July 1984, p. 55].

Although IAPA officials considered their meeting with Stroessner to be "cordial," their reception in Asuncion was described as "puzzling and contradictory." Denounced on the government-controlled radio station, the 16-member delegation was greeted with hostile posters and banners proclaiming such slogans as, "The IAPA does not defend freedom of the press, it defends only employer interests."

In an attempt to mobilize support for ABC Color, IAPA has urged its more than 1,000 member publications to editorialize against the closing.

During the same trip, the group also met in Montevideo with Uruguay's national communications director, as well as political party leaders and newspaper executives, to protest the recent rash of media closings and censorship imposed by the government there. □

FIEJ meeting Oct. 18-19 in Marseilles

The 12th Management & Marketing Symposium of the International Federation of Newspaper Publishers, or FIEJ, is scheduled Oct. 18-19 in Marseilles, France.

The only U.S. newspaper executive scheduled to address the symposium is Jack Butcher, newly elected president of the International Circulation Managers Association and circulation director of The Tampa Tribune.

The symposium is designed for top management in all newspaper departments.

Because ANPA is a member of FIEJ, executives of ANPA's member newspapers are eligible to attend the conference. For information contact Martin Casey, manager of government affairs, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500. □

Another international forum will focus on press rights

Plans are under way to hold a major international conference in Mexico City on "working conditions and security of journalists."

Observers say the 1985 conference, although it is not directly sponsored by the United Nations Educational, Scientific and Cultural Organization, has its blessing and organizational support. UNESCO in the past decade has been a forum for many debates over moves that would affect the status of press freedom in the world.

"We all need to give these developments our closest attention," said Dana Bullen, executive director of the World Press Freedom Committee. "So far, this looks like a rerun of past efforts toward licensing journalists in the name of 'protecting' them."

Major Western free press groups, such as the International Press Institute, International Federation of Newspaper Publishers (FIEJ), Inter American Press Association and World Press Freedom Committee, are not part of the initiative for the Mexico City meeting.

Participating in the July planning for the event were representatives from the Prague-based International Organization of Journalists, Brussels-based International Federation of Journalists, Mexico City-based Latin American Federation of Journalists and the International Union of the Catholic Press. Held at the Geneva headquarters of the International Labor Organization, an agency of the United Nations, the meeting also included representatives of the International Red Cross and UNESCO.

According to a preliminary schedule, the international meeting set for March 18-23, 1985, will be preceded by a series of regional meetings in Europe, Africa, Southeast Asia and the United States [presstime, April 1984, p. 41]. □

Gift of press still in box

The $30,000 press donated by ANPA Foundation to The Grenadian Voice is still in the United States because the Caribbean newspaper has been unable to find a building in which to house it.

The Foundation Trustees had voted early this year to give the money to the World Press Freedom Committee to purchase the reconditioned press for the newspaper, which was shut down after publication of one issue during the regime of Prime Minister Maurice Bishop [presstime, Feb. 1984, p. 33.]

At the time the donation was made, the 5,000-circulation paper was being printed at The Trinidad Express. It is now being printed on a press formerly used by the Grenadian government.

George Beebe, WPFC vice-chairman, said in late July that efforts were still under way to locate an appropriate place for the press. □

WORLD PRESS NOTES

• The Aga Khan has **established a news service** on issues of interest to developing countries.

Based in Luxembourg, the service known as Compass will concentrate on weekly illustrated features rather than hard news "to provide the considered, thoughtful coverage that developing nations feel is often denied them in the rush to cover breaking developments," said Managing Editor Gerard Loughran, former foreign editor of United Press International.

• About 60 journalists marched in Singapore last month to **protest the announced merger** of companies publishing the major morning and afternoon English-language papers. They said they saw it as a potential threat to press freedom.

The Times Publishing Bhd. (company) and Straits Times Press Ltd., associated companies that publish The Morning Daily Straits Times, and the Singapore News & Publications Ltd., which publishes the afternoon Daily Monitor, are merging into a single company to cut costs, executives of the newspapers said.

• The July 14 **purchase of Great Britain's Mirror Group** by Robert Maxwell places six British newspapers with a combined circulation of over seven million under single ownership, including the country's second largest, the Daily Mirror.

EPA issues revised rules covering PCBs

The U.S. Environmental Protection Agency has issued new regulations regarding inadvertently generated polychlorinated biphenyls.

The rules are of interest to the newspaper business because PCBs can be produced inadvertently in the manufacture of yellow pigment used in ink. This past spring, the disclosure that unusually high levels of one type of PCB had been discovered in yellow ink at the San Jose (Calif.) Mercury News set off investigations by federal and state government agencies and caused newspapers around the country to test their ink for PCBs [presstime, July 1984, p. 50].

The new rules, which take effect Oct. 1, amount to a total ban of the manufacture of PCBs, with certain exceptions. One of the exceptions covers PCBs produced inadvertently as a byproduct impurity of a process to produce other chemicals or products.

As expected, the new rules limit inadvertently generated PCBs in products to an annual average of 25 parts per million, with a maximum of 50 ppm at any given time. Previously, EPA did not regulate concentrations of PCBs below 50 ppm.

Also as expected, the new rules allow five times the normal maximum permissible PCB level for dichlorinated biphenyls—the type of PCB found in the yellow ink—because there is evidence this type of PCB is less persistent in the environment and does not accumulate in fatty tissue in the body. This means the maximum allowable concentrations for dichlorinated biphenyls will be 125 ppm as an annual average and 250 ppm at any one time. □

Symposium scheduled

The fourth ANPA health and safety symposium will be Oct. 11-12 at the Chicago Marriott O'Hare.

Among topics to be addressed are an update on ink litigation, VDTs and noise; EPA issues such as the effect on newspapers of the federal "Superfund" for cleaning up hazardous wastes; insurance and health claims.

Registration fee is $250, which includes a continental breakfast and lunch on both meeting days, and a reception on the evening of Oct. 10.

For further information, contact John Ford at The Newspaper Center. □

'Insider' trading bills feared as menacing

Bills passed by both the House and Senate concerning "insider" securities trading may hold negative implications for journalists, according to the ANPA Legal Department.

Tonda F. Rush, ANPA counsel/government affairs, said that under language in both bills, reporters might be subject to criminal liability for inadvertently passing along certain information in the normal course of newsgathering.

Interest in the legislation was heightened by the recent "insider's" incident involving R. Foster Winans when he was a Wall Street Journal reporter. However, HR 559, sponsored by Rep. John D. Dingell (D-Mich.), dates from January 1983 and was passed by the House in September 1983; S 910, was introduced by Sen. Alfonse M. D'Amato (R-N.Y.) in March 1983 and passed the Senate last June 29.

The bills were headed for a conference committee, but instead, the House passed the Senate version July 25. Amending the Securities Act of 1934, it establishes new rules and penalties for anyone who profits from stock market information that has not been released publicly. Violators could be subject to up to three times the amount of the profit gained or the loss avoided by the transaction.

Although Senate sources say the bill is not intended to expand prosecution, some press groups are concerned about language specifying liability when "communicating" certain information.

The ANPA Legal Department offers this theoretical situation: A reporter gets a tip that a major corporation is about to unveil an innovation in robotics. The reporter calls a market analyst for reaction. The analyst, as a result of learning of the tip while responding to the reporter's questions, then engineers stock-market transactions for himself and/or clients to reflect the coming development. This could lead to liability on the part of the reporter.

Meantime, in a recent development in the Winans case [presstime, July 1984, p. 48], a Kidder Peabody stockbroker to whom Winans allegedly passed information pleaded guilty to federal securities violations. He agreed to turn over to the government $454,000 in profits he made as a result of his allegedly having insider's information relating to the case.

The broker, Peter N. Brant, resigned from his position three months ago. Under current law, he could receive a maximum prison sentence of 15 years and fine of up to $30,000. □

Bill would block review pacts

The House Post Office and Civil Service Committee has approved a bill to prohibit federal agencies from requiring their employees to sign a prepublication review agreement.

It is questionable, however, whether the bill will be enacted this year.

There is "a very real possibility" that the House will pass the bill, even though two other committees have said they would like to review the bill, according to Andrew A. Feinstein, chief counsel of the Civil Service Subcommittee.

However, Feinstein said, in the Republican-controlled Senate, opponents of prepublication review like Republican Sen. Charles McC. Mathias Jr. (Md.) would "just as soon wait until next year" so as not to "embarrass" President Reagan in a presidential election year.

The requirement that federal employees with access to certain sensitive government information sign the so-called lifetime censorship agreement was part of a national-security directive issued by President Reagan in 1983. The parts of the directive dealing with prepublication review and the use of polygraphs to investigate the sources of leaks of classified information were indefinitely suspended by Reagan earlier this year after Congress began looking into the matter [presstime, March 1984, p. 30].

The committee's bill, HR 4681, exempts two agencies, the Central Intelligence Agency and the National Security Agency. The Permanent Select Committee on Intelligence and the Armed Services Committee have indicated they want to review the legislation to see if other agencies also should be given exemptions. □

Tax measure a mixed bag for papers

The major tax bill signed into law July 18 by President Reagan is a mixed bag for newspaper interests.

The new law reflects a compromise worked out in a House-Senate conference committee on the matter of reductions in the maximum gift and estate tax rates. It freezes the rates at 55 percent through 1987, then reduces them to 50 percent in 1988. The newspaper business' Tax Law Action Group opposed any delay in the scheduled reductions [presstime, May 1984, p. 50].

Deleted from the bill by the conference committee was a Senate-passed provision to repeal the tax on generation-skipping transfers.

TLAG supported the repealer.

Also scrapped in conference was a Senate-passed provision that would have allowed two private foundations to retain all their holdings in daily newspapers: The Houston Endowment, which owns the Houston Chronicle, and the Public Welfare Foundation Inc., which owns The Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times □

Lottery ad law reform stalled

The drive to ease federal restrictions on the advertising of lotteries and similar gambling activities has been sidetracked by a House Judiciary subcommittee.

The House Administrative Law and Government Relations Subcommittee June 28 rejected a bill to lift federal restrictions on advertising of lotteries and other gaming activities that are authorized and regulated by a state. Current federal law prohibits the mailing, broadcasting or transporting across state lines of advertising material concerning all but state-run lotteries.

A representative of ANPA and the National Newspaper Association testified in favor of the bill, HR 5097, at a hearing before the subcommittee in June [presstime, July 1984, p. 52].

Attorneys at the two newspaper organizations were unsure whether the subcommittee's action ends hopes of enacting lottery advertising legislation during this Congress. □

Cable TV legislation seen unlikely to get approval this year

A decision by the National Cable Television Association not to support the cable-TV regulatory bill currently moving through the House has raised doubts that Congress will enact cable legislation this year.

The bill, HR 4103, was approved June 26 by the House Energy and Commerce Committee. It represents an agreement reached in late May after lengthy negotiations between NCTA and organizations representing the nation's cities [*presstime*, April 1984, p.48].

NCTA spokesman Ed Dooley said his organization now is seeking changes in the bill to reflect recent decisions by the U.S. Supreme Court and the Federal Communications Commission and to meet other concerns.

NCTA, Dooley said, believes the legislation's rate-regulation provisions are at odds with the Supreme Court's June 18 decision that overturned Oklahoma's ban on cable TV liquor advertising originating in other states [*presstime*, July 1984, p. 48] and the FCC's July 12 ruling that local authorities cannot require a cable system to put anything into its basic service package, the only level of service for which the FCC has said local authorities may regulate rates.

ANPA Director/Telecommunications Affairs Kathleen Criner said she believes it is "highly unlikely" that Congress will enact cable legislation this year because a bill probably would not pass without NCTA's cooperation and because there is so little time remaining in the congressional session.

The current hang-up does not involve the parts of the bill of special concern to ANPA.

Remaining in the bill, despite Association opposition, is a provision to bar newspaper ownership of a cable system in the same community where the paper is published, and two provisions about which ANPA has expressed concern: to allow municipal ownership of cable systems and to require cable operators to offer certain percentages of their channels for lease. □

TELECOMMUNICATIONS NOTES

• Douglas F. Ruhe and William E. Geissler, principal owners of United Press International, have formed a **new low-power television** company with the president of the American Low Power Television Association, Richard G. Hutcheson III. Ruhe said he and his partners believe LPTV "will become a major broadcast service within the next three years, ultimately serving 25 million Americans or more."

UPI officials said the wire service is not involved in Ruhe and Geissler's LPTV venture, called Community TV Network.

• CBS Inc., RCA American Communications Inc. and Western Union Telegraph Co. informed the Federal Communications Commission they will **not launch direct broadcast satellite** systems as previously planned. Five other companies, however, told the FCC they will proceed with plans for DBS service.

There is one operational DBS system in the United States, launched last November by United States Communications Inc. [*presstime*, Dec. 1983, p. 24].

• The FCC June 27 voted unanimously to **deregulate television** much the same way radio was deregulated in 1981 [*presstime*, Sept. 1983, p. 11]. The commission eliminated guidelines calling for stations to air at least 10 percent non-entertainment and local programs, to limit commercials to 16 minutes per hour, and to formally ascertain the needs and problems of communities served. It also replaced a requirement for detailed program and commercial logs with a less extensive record-keeping rule.

• Seventy percent (107 of 152) of the classified advertising executives responding to a recent survey said they think it is unlikely that by 1994, **electronic delivery of classified advertising** to home TV screens will be common and account for nearly 50 percent of total classified revenue. The survey was conducted for the Association of Newspaper Classified Advertising Managers.

• Dow Jones & Co. July 2 announced an agreement with Quotron Systems Inc. to provide an after-business-hours electronic business news service called DowQuōt. Unlike most **electronic informations services**, which charge by the minute, DowQuōt charges subscribers a fixed fee of $100 for 20 hours' use a month. The service is available only between 6 p.m. and 6 a.m.

AP buys satellite transponders to help cut costs

The Associated Press has purchased satellite transponders from Western Union in a further effort to control communications costs.

AP bought a transponder on Westar III, on which it has leased space since the start of its satellite delivery program four years ago, and on the more powerful Westar VI-S, scheduled to be launched in December 1985.

Westar III currently handles transmissions for high-speed news, data, audio and photo services for AP's network of about 1,000 three-meter-wide dishes. Westar VI-S eventually will take over those functions, AP officials said.

The wire service will continue to lease space on Westar IV for its network of about 1,000 "M-Sats," the smaller (24-, 30- and 48-inch-wide) receiving dishes that can receive news copy but not photo or audio services.

Purchase price was not disclosed. But Keith Fuller, AP president and general manager, said the deal will save AP an estimated $28 million over the next decade.

Fuller said the transaction will allow AP to "expand its membership services and commercial opportunities without incurring additional operating costs."

He added that the "strength of AP rests not only in providing a premier news product, but in also delivering that product on a sophisticated, technologically advanced communications network."

Richard G. Atkins, AP director of communications, said Westar VI-S will provide AP with about 30 percent more transponder capacity. That additional space will permit expansion of AP's commercial services marketed by its subsidiary communications firm, SATNET [*presstime*, July 1984, p. 56].

He said the deal provides for improved satellite backup and "virtually guarantees" continuation of service in the event of the failure of one satellite.

A transponder—a hybrid word formed from transmitter and responder—is a "collection of electronics about the size of a shoebox," AP officials explained. It picks up radio signals from Earth, gives them a "rejuvenating jolt of energy" and sends them back to receiving dishes on the ground.

Westar III and Westar VI-S were built for Western Union by Hughes Aircraft Co. in El Segundo, Calif. □

Final postal case briefs filed

Final briefs in the postal rate case were filed with the Postal Rate Commission in July, with ANPA and other parties summarizing their views on the issues. Concluding oral argument took place July 26-27, with outside postal counsel Toni K. Allen of Washington, D.C., wrapping up ANPA's position.

The Association and other rate-case participants reiterated previously stated positions. Essentially, ANPA urged that third-class bulk mail rates be "positively adjusted"—that is, raised—to a "fair and equitable" level and that third-class mailings be subject to both a per-pound charge and a per-piece fee.

Also, ANPA emphasized a point made earlier in rate-case proceedings in urging the commission to adhere to a formula worked out in the last postal rate case regarding third-class mail's contribution to U.S. Postal Service overhead costs. The contribution under that formula would be higher than that currently proposed by the Postal Service.

The Association also spoke out on second-class rates, saying an economic-elasticity factor the Postal Service used in calculating proposed new rates is flawed, and the proposal "must be adjusted downward to correct the error."

The PRC is to issue a decision on recommended rates by Sept. 10 [presstime, July 1984, p. 51]. Then the governors of the USPS must act; they can accept or reject the new rates outright or with modification, or implement them under protest while seeking reconsideration.

ANPA has argued that the third-class rate structure used by shared or "marriage" mailers should include a per-piece component plus a per-pound component based on the relationship between weight and cost. It proposes a rate of 7.4 cents per piece and 39 cents per pound—overall, the highest rate proposed by any party in the case for pieces weighing less than 1 ounce. The lowest rate was proposed by the Direct Marketing Association, at 6.3 cents per piece up to 4 ounces and 25.2 cents per pound for heavier pieces.

If the commission recognizes that detached labels are separate pieces of mail, ANPA proposes to charge each of those pieces 6.7 cents, in addition to the 39-cents-per-pound fee.

Under current rates, mailers pay 7.4 cents if each third-class piece weighs no more than 3.91 ounces—the so-called "weight break." Detached labels are mailed at no extra charge assuming that their weight, in combination with that of the basic marriage-mail "flat," does not exceed the weight break. ANPA calls that an unfair "two-for-the-price-of-one" service.

For heavier pieces, the existing charge is 45 cents per pound, with a 3.6-cents-per-piece discount for presorting to the carrier route. "The current structure fails to trace costs and discriminates against mailers of lighter-weight pieces," ANPA maintains.

The direct-mail firm Advo-System Inc. has said ANPA's proposed third-class rates are far too high. The increase would be about 115 percent for a 3.5-ounce piece. The increase would be about 196 percent for a 3.5-ounce package accompanied by a

Who is advocating what on third-class rates?

ANPA has identified several key issues relating to the structure and level of third-class rates. Here is how the existing rate structure compares with the proposals of some of the participants in the rate case:

	Rates/Structure	USPS "overhead" costs	Detached labels
Existing	Minimum rate of 7.4¢/piece up to 3.91 ounces (weight break), and 45¢/pound for heavier pieces (less 3.6¢/piece when sorted to the carrier route).	On the basis of an average piece of mail, third-class contributes 40% less than first-class. "Markup for third-class is higher than for first-class.	No separate per-piece charge, and no charge at all when accompanying unaddressed mail weighing less than 3.91 ounces.
USPS proposal	Minimum rate of 9.5¢/piece up to 4 ounces, and 38¢/pound for heavier pieces.	An average piece of third-class mail should contribute 65% less than first-class mail. "Markup" for first-class should be higher than third-class mail.	Retain present structure.
ANPA proposal	Eliminate weight break. Adopt new structure, with each piece charged between 6.7¢ and 7.4¢* *plus* an additional 39¢/pound for each piece.	Retain existing relationship of first- and third-class contribution.	Treat detached labels in same manner as third-class postcards with same physical characteristics.
Advo-System Inc. proposal	Adopt USPS-proposed 4-ounce weight break with minimum rate of *not more than* 8.7¢/piece. No pound rate proposed.	No position.	Retain present structure.

*6.7¢ if the Postal Rate Commission recommends that detached labels be treated like other similar pieces of third-class mail, and 7.4¢ if detached labels continue to be mailed without payment of extra postage.

detached label if the commission adopts the idea that the labels are separate pieces and if it adopts ANPA's corresponding proposed rates.

In its final brief, ANPA said, "In real dollar terms, ANPA's proposed rate level is only 13 percent higher" than the equivalent rates in effect more than seven years ago. Because proposed rates will be in effect at least for the next three years, the effective 10-year change in rates would represent "a moderate rise in rates compared to other costs of doing business."

The Association added that "because mail near the weight break has paid in the past the least share of weight-related costs, such mail will be most affected by a one-time restructuring of the rates to reflect weight.

"In fact, the structural change would simply bring the rate for that weight category into line with the rates incurred by other third-class mail."

Another ANPA agrument calls on the rate commission to maintain the ratio of the third-class contribution to Postal Service overhead costs. In the last rate case, the commission held that the contribution to USPS overhead for third-class mail should be about 60 percent of the contribution for first-class mail. USPS has proposed that the ratio be lowered so that the contribution for an average third-class piece be only 35 percent of the first-class contribution.

Addressing the detached-label issue, ANPA continued to urge a separate charge for them even though rate commission Chairwoman Janet Steiger ruled that an ANPA proposal for a separate rate will not be considered in this case. The Association said the lack of a separate charge means detached labels are not paying their fair share of postal costs.

"Adoption of a separate rate for detached labels would achieve a fairer, nondiscriminatory allocation of postal costs, a lower per-piece charge for (third-class bulk) mail as a whole, and a more equitable relationship among all" third-class users, ANPA said.

The Association also has raised the detached-label issue in a separate case that is pending before the commission.

Overall, ANPA said its rate-case proposal "would yield many benefits. First-class mailers would pay lower rates"—possibly 21 cents for a stamp rather than 23 as proposed by USPS. "Lightweight third-class mail would no longer underwrite the costs of heavier-weight pieces. Finally, adoption of these proposals would preserve incentives for shared mail and many other innovative, entrepreneurial uses of the postal system." □

Political releases important to media

BY GUIDO H. STEMPEL III

Guido H. Stempel III

It's an election year, and that means speeches and press conferences. While that may be the stuff coverage of a presidential campaign is made of, it's not the basis for coverage of congressional races.

A 1983 report on coverage of 82 congressional races in 1978 found that interviews and press releases are more important than speeches and press conferences as sources of news. The study, made by Peter Clarke and Susan H. Evans of the Annenberg School of Communications at Southern California, included interviews with the political reporter from the largest newspaper in each of those 82 districts.

Eighty-two percent of the reporters said they had interviewed the incumbent, and 79 percent said they had interviewed the challenger at least once.

On the other hand, only 21 percent attended a press conference by the incumbent, and only 28 percent attended a press conference by the challenger during the campaign.

Thirty-four percent of the reporters did not attend a speech by the incumbent, and 44 percent did not attend a speech by the challenger.

They paid more attention to press releases than to speeches. Sixty-three percent said they read press releases carefully, while only 35 percent said they had read copies of speeches or other documents carefully.

Clarke and Evans also found that incumbents tend to get about 60 percent more coverage than challengers do. As might be expected, tight races got more coverage than lopsided ones, but the incumbent's advantage in coverage was greater in the tight races.

The findings are reported in *Covering Campaigns: Journalism in Congressional Elections*, published by the Stanford University Press.

• • •

The impact of editorial endorsements has been another election-year question ever since 1936 when only the voters wanted Franklin Delano Roosevelt. In the 11 presidential elections since then, the candidate with the most endorsements has won six and lost five, which certainly leaves the matter of influence in doubt.

A study by Robert E. Hurd and Michael W. Singletary of the School of Journalism at the University of Tennessee sheds some additional light.

Hurd and Singletary analyzed data from a national sample of 2,172 people interviewed in 1980 by the Institute of Social Research at the University of Michigan.

They concluded that the net effect of endorsements in the 1980 presidential race was one vote in a thousand. This in part was because effects in opposite directions canceled each other out.

For Republican voters, it made little difference what the newspaper they read did. Five percent of the Republicans voted for Carter whether the paper they read endorsed Reagan or Carter.

For Democratic voters, however, there was a difference. Of those who read a paper that endorsed Carter, 74 percent voted for Carter. Of those who read a paper that endorsed Reagan, 66 percent voted for Carter.

For independent voters, the effect was still greater. Of the independents who read a newspaper that endorsed Carter, 44 percent voted for Carter. Of those who read a paper that endorsed Reagan, 25 percent voted for Carter.

So, your editorial stance may make a difference, but the net effect of all editorial endorsements isn't likely to influence the outcome of this year's presidential election.

The findings of the two University of Tennessee professors are reported in the Summer 1984 Journalism issue of Quarterly. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Beware liberal bias, Murdoch warns 'elite'

The First Amendment "was not written for a monopolistic, monolithic media," and today's news media "must be careful not to apply double standards"—based on a liberal bias—that could touch off censorship efforts, according to press magnate Rupert Murdoch.

"I take (the existence of) a liberal media elite as a given," he told a public forum, noting that in the 1960s young political activists saw "entry into the media as a short cut to power."

But today's journalists, in carrying out their proper role of exposing wrongs and in "keeping their distance from Big Business and being skeptical," should be careful not to allow personal political feelings to lead them to apply a double standard in news coverage, Murdoch warned.

The Australian publisher, whose U.S. dailies include the New York Post, the Boston Herald and the Chicago Sun-Times, obviously did not include himself in the liberal-media category, saying that U.S. journalism schools are "removed from reality" and asking why they "engender liberal rather than conservative" viewpoints in student journalists.

Murdoch's acceptance of the existence of a liberal media elite was challenged heatedly by Washington Post Executive Editor Benjamin C. Bradlee, who said no such liberal predilection exists at the Post, despite "cliche" charges to that effect from conservative groups.

Murdoch, Bradlee and other journalists were part of a June 28 symposium in Washington, D.C., on "Is There a Liberal Media Elite in America?" It was sponsored by the American Enterprise Institute, which is sometimes referred to as the conservative alternative to the liberal "think tank," the Brookings Institution.

Bradlee read detailed biographical summaries about top Post editors and their families to illustrate what he averred are their non-liberal, mainstream-America backgrounds and interests.

He complained that a widely quoted national study showing that a personal liberal bias is common in the national media involved no contact with the Post "elite" and, so far as he could determine from talking to his staff, involved an interview with only one Post staffer.

The study by professors S. Robert Lichter and Stanley Rothman of what they called "the nation's most influential media outlets"—including the Post, The New York Times, The Wall Street Journal, the news magazines and the television networks—was based on interviews with 240 journalists [presstime, March 1982, p. 26]. Bradlee complained that its findings are cited frequently by critics as evidence of a liberal slant in the Post's news columns.

Lichter, a professor at George Washington University in Washington, responded at the forum that Bradlee may have "questioned my integrity as a scholar" and explained how his findings are based on a scientifically determined nationwide random sampling of journalists of the national media. He said that the next step in the study will be to evaluate whether journalists' personal opinions actually influence their news coverage.

"You're tied up in statistics, and I'd like to get back to people," said Bradlee, referring to his biographical summaries on the Post editors.

During a question-and-answer session, Murdoch said The Washington Post is a "great newspaper" and Post Chairman Katharine Graham is a "great proprietor." It is a liberal paper, and there is nothing wrong with that, he said, asking Bradlee why he was trying to "hide from" the fact.

Graham, responding from the symposium audience, agreed that there is nothing wrong with a newspaper being liberally oriented, but, she said, the Post is not a liberal paper. "Most of the people that call us that don't read us," she said.

Asked if he felt whether paid commentaries called "advertorials," which typically are critical of the media, have any impact on public opinion, Murdoch said no.

"I don't know how many people read the op-ed page, but I do know that nobody reads the Mobil Oil ads (which usually run on that page)," said Murdoch. "But if they want to pay me, I'll print them."

Murdoch said he does consider politics as a factor when interviewing and hiring journalists.

"My best journalists are not from the journalism schools," said the Australian-born publisher. A college student planning a journalism career should "follow any other course of study."

—Neil D. Swan

American Indians to form press association

The first steps toward the formation of a Native American Press Association have been taken by 30 Indian journalists and publishers from across the United States and Canada.

An Indian news service was identified as the foremost need by the journalists at a recent meeting.

"If I had a wire service I could depend upon to fill my pages with regional and national news of importance to Indians, we could go weekly, raise our advertising rates and eventually become independent," said George Gorospe, co-editor of New Mexico's Pueblo News, a monthly tabloid with 2,600 circulation. While the Pueblo News carries advertising, it is subsidized by the tribal council, as are many American Indian newspapers.

Publisher Tim Giago, whose Lakota Times is published on the Pine Ridge Reservation in South Dakota, urged the participants in the June 22-24 session at Penn State University to work toward independence for their publications so they might take a larger leadership role.

Noting that the number of American Indians in the United States is increasing and currently stands at 1.5 million, Giago said: "Our papers can influence policy-making in Washington, and they can influence opinions on the reservations and in the towns surrounding them." One of the approximately 15 American Indian weekly newspapers in the United States, the Lakota Times (6,000 circulation), is supported wholly by advertisers and subscribers.

Loren Tapahe, publisher of Navajo Times Today, which recently went from weekly to become the only American Indian daily newspaper [presstime, May 1984, p. 76], said his publication is moving toward editorial independence and "can say just about anything we wish."

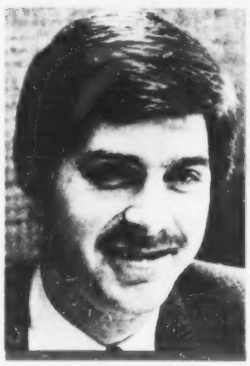
Participants discussed ways to secure accurate portrayals of Indians and fair reporting of Indian issues in the general-circulation media.

The group's new steering committee is scheduled to meet Aug. 23 in Oklahoma to draft a proposed constitution for the Native American Press Association, recommend goals and discuss financing goals and fund-raising plans. Its initial meeting was financed by the Gannett Foundation. □

Newspapers ponder advertising codes

Newspaper advertising departments are concentrating more than ever on guidelines to help staffers deal with special problems brought about by the changing economic and social climate.

Many newspapers either are in the process of updating existing written standards of advertising acceptability or are adopting standards for the first time.



Mark E. Laskowski

"The minute the economy goes bad, there's always somebody out there trying to get people's money," says Mary L. Mirasole, classified advertising manager of The Detroit News.

For instance, insertion orders for ads offering "Jobs! Jobs! Jobs!" and "Big Money" for stuffing envelopes or packing T-shirts have been abundant in the last few years.

As for changing social conditions, Mark E. Laskowski, classified advertising manager of the Colorado Springs (Colo.) Sun, says that "as society and lifestyles change, more and more questionable types of advertising appear."

Potentially bogus offerings for today's more liberal social scene include ads for "escort" services and singles clubs.

Society's emphasis on health and sex appeal also has given rise to more ads for diet and weight-loss programs that must be examined carefully before publication, newspaper ad executives say.

In most cases, tighter reins on ad acceptability mean a loss of advertising dollars for newspapers. "We turn down potentially more advertising today than we did 10 years ago," says Darrell C. Rooney, classified advertising manager of the St. Paul (Minn.) Dispatch and Pioneer Press. "We realize it's going to cost us a few dollars, but it's worth it to protect our credibility."

But some large newspapers have managed to capitalize on changing lifestyles. They now run personal classified ads—lots of them.

The Detroit News runs a column Mondays and Fridays, providing single people with a place to post a message in hopes of meeting a companion. Advertisers use blind box numbers. People who respond may do likewise.

Mirasole says the number of ads published in the column has ranged between 30 and 97. Ads have averaged 20 responses each.

"We have some very hard and fast rules" in accepting companion ads, Mirasole explains. The bottom line, though, is that "we use good, common sense."

As more papers look for good sensible rules in the ad acceptability area, some are using as models the guidelines drafted within the past several years by two advertising industry trade groups: the International Newspaper Advertising and Marketing Executives, and the Association of Newspaper Classified Advertising Managers.

The St. Petersburg Times and Evening Independent last December published an update of their ad guidelines. "It would be my guess that more newspapers now than ever before have stricter guidelines for advertising acceptability," says Richard E. Riggins, classified advertising manager.

They are needed not only to protect the newspaper's overall reputation, but also to facilitate compliance with myriad regulations, he observes. For example, Florida law prohibits advertisers from offering pets for sale that are less than eight weeks old. Before the recent update of the newspapers' guidelines, ads could be found offering six-week-old pets for sale.

However, just as in the case of editorial codes of ethics, some people in the newspaper business are opposed to written advertising standards because they fear such guidelines could be turned against a newspaper [presstime, Dec. 1981, p. 28].

—C. David Rambo

Papers hit for charging premium for ads varying from SAU sizes

Two newspapers that continue to charge a premium for advertisements whose sizes are not consistent with industry standards have come in for some criticism.

Although disagreeing with the practice, however, critics from the advertising field acknowledge that the flap is a "minor wrinkle" in an otherwise monumental achievement of the newspaper business—implementation of the expanded Standard Advertising Unit system.

The two papers criticized, The New York Times and the Chicago Tribune, say their policies are meant only to encourage advertiser adherence to standard ad sizes. They adopted the policies in 1981, when the newspaper industry implemented the Standard Advertising Unit system, and the policies have been perpetuated now that the expanded SAU™ system is in effect [presstime, June 1984, p. 46].

But some advertising agency executives complain that the two papers are applying the premium for a simple deviation from SAUs—a short extension of ad depth to accommodate such things as dealer listings.

"One of the basic precepts of the SAU system is an advertiser that wanted to put dealer listings or office locations could add space in quarter-inch depth increments along the width of the ad," said Frank J. Hajek, associate media director for the Dancer-Fitzgerald-Sample agency in New York City.

Lance R. Primis, Times senior vice president, advertising, said the newspaper has no plans to change its policy—at least not this year.

The Times charges from 1 to 3 percent more for the entire non-standard-size ad.

The Chicago Tribune charges a 10-percent premium for non-standard ads, according to Robert R. Holzkamp, vice president and advertising director. He said advertisers with ads involving dealer listings can buy a bigger SAU unit, or add onto the original advertisement in the increment of an SAU unit (one inch deep is the smallest). □

John Blair reports good news and bad

From John Blair Marketing, one of the largest advertising agencies in the coupon field, newspaper publishers have just been given a dose of bad news, good news and more bad news.

The company announced it will drop its mid-week newspaper insert program at the end of this month. But next year, it will increase the scope and frequency of its program of Sunday newspaper insertions. At the same time, it will nearly double its direct mailings of coupons and advertising circulars in a program known as Network Mail.

The program of mid-week newspaper insertions "has been a good source of revenue for newspapers but at the same time has been somewhat of a nemesis," said Wayne E. Schile, vice president/newspaper group of Lee Enterprises.

He said while some newspapers predictably will lose revenue because of the end to the mid-week inserts, impact on the newspaper business as a whole will not be significant. The main reason is that the program tended to erode national run-of-paper ad revenue, according to Schile.

On the matter of Sunday inserts, Blair Marketing announced it will order them for 28 Sundays next year, an increase of seven from 1984. In addition, the program will expand from 248 Sunday newspapers with 44 million circulation this year to 288 newspapers with 47.1 circulation next year, said Blair Marketing President Robert A. Hemm.

Hemm said one reason for dropping the midweek inserts and increasing the frequency of Sunday inserts is that clients find the latter to be more effective. Clients "don't get enough pop, enough redemption (with weekday insertions), and they think they're making a mistake committing to it—and we agree," he explained.

As for Network Mail, Blair officials said 22 mailings are planned in 1985, compared with 12 this year. The program is operated by Advo-System Inc., a subsidiary of John Blair & Co. as is John Blair Marketing.

Hemm noted that Network Mail redemption has proven to be 20-percent more effective than Sunday inserts. Schile countered, however, that Blair "may be supporting their own direct-mail business" by talking up the benefits of Network Mail.

Other reasons Hemm cited for the weekday insert shift include duplication of morning and evening circulation in some markets and the threat of weekday coupon misredemption. Hemm said about 6 percent of total weekday insert circulation is "deemed to be insecure" because many newspapers do not have in-house capability to stuff inserts except for the Sunday editions. Consequently, he said, the inserting job in many cases is left to the carriers and delivery agents in the field.

"In dollar value, it's like sending money out" onto the streets, Hemm said.

Schile said newspaper carrier distribution is a proven, reliable system for delivering news and advertising. "It shows up where the newspaper is truly invited," not as a free-circulation mail piece that arrives unsolicited, he noted.

The Lee Enterprises executive said an unsolicited direct-mail program like Network Mail is less reliable than delivery by a newspaper carrier. With vacant dwellings on mail delivery routes because of people moving and other factors, "6 percent (of unaccounted for materials) is probably low when it comes to direct mail," Schile added. □

Ad spending up at newspapers

Advertising expenditures in daily newspapers totaled $5.214 billion in the first quarter of 1984, a 16.4-percent increase over the same period in 1983, according to preliminary estimates from the Newspaper Advertising Bureau.

Classified advertising scored the largest percentage increase, 32.1 percent, rising to $1.724 billion. During the same period, retail advertising rose 10.4 percent to $2.779 billion and national advertising climbed 7.9 percent to $710 million.

The figures for March showed smaller percentage increases than for the quarter as a whole. That month's overall expenditures were up 11.6 percent to $1.863 billion. Classified, the most rapidly growing category, soared 31 percent to $619 million; retail rose 4.4 percent to $1.003 billion; and national increased 2.5 percent to $240 million. □

Computerized U.S. Job Bank plugged in

The U.S. Department of Labor said in July that its national computerized job bank system aimed at getting job seekers in touch directly with employers anywhere in the country is now "fully on line" and will facilitate the flow of job information to and from the states.

The Interstate Job Bank in Albany, N.Y., was started as a pilot project in 1979. This latest expansion has generated some concern among classified advertising executives in the newspaper business.

The department said it has about 8,500 "hard-to-fill" job openings in the system, mostly in the professional and highly skilled categories with salaries and wages ranging from $7,100 up to $70,000, with a median of about $21,000.

The basis for the national job link are the computerized job banks in 45 states and territories that, each week, forward copies of their hard-to-fill job orders to the interstate job bank computer in Albany.

"Why should the federal government try to perform a service that can be done better by the private sector?" asked Richard E. Riggins, classified advertising manager for the St. Petersburg Times and Evening Independent.

He observed that "8,500 openings nationwide is not very many." A single issue of the Times (morning, circulation 282,653), for example, will average 1,200 job offers and the Sunday Times more than 2,000. And a big-city daily would have many more, he noted.

Riggins, immediate past president of the Association of Newspaper Classified Advertising Managers, said most of the job offers in newspapers are local in nature, and "most people are looking for jobs in their own city."

Cliff H. Hansen, classified advertising manager at the Newspaper Agency Corp. in Salt Lake City and ANCAM's current president, also noted that papers such as the Chicago Tribune, Houston Chronicle and Los Angeles Times "have two or three sections of nothing but help-wanted."

In 1976, ANPA commented in a statement to a House subcommittee that the Labor Department's Employment Service was expanding into "a vast, new kind of costly, super, national, all-purpose employment agency for all people at all times." □

Ten things to think about

BY CRAIG C. STANDEN

Craig C. Standen

The Newspaper Advertising Bureau's new presentation, "The Future of Advertising," and the research report by Leo Bogart on which it is based have stimulated considerable thought among executives in the advertising business as well as those in the newspaper business.

Leo believes that certain areas of the report have particular relevance to the newspaper business—not just the business side, but the editorial side, too. After all, if we sell less advertising, or if circulation goes down, eventually there will be a smaller newshole.

Leo suggests that there are ten points in "The Future of Advertising" [presstime, June 1984, p. 48] especially worth thinking about:

1. *The proliferation and clutter of broadcast messages.* All major advertisers are concerned about clutter and the decreasing effectiveness of commercials. This should be helpful to newspapers in the long run. Because newspapers communicate differently, we have a basic strength that should give us confidence. This isn't just something we say in our sales presentations. It's really the case—and we should not be shy about pointing it out to advertisers.

2. *The trend toward more direct-response advertising.* This is already apparent in the growth of direct mail and cable TV, and it's a further sign of the blurring of the traditional lines between national and retail advertising. There's no logic to the classification system that makes K mart a local advertiser and L.L. Bean a national advertiser. Somewhere along the line, this change is going to have to be reflected in the way newspapers structure their rates and in their selling practices.

Remember, more than half the revenues of a typical newspaper come from outside its own market.

3. *The growing concentration of advertising.* Concentration is growing not only in national but also in retail and even classified, and its effects hit us directly. Quite simply, this concentration has made possible the nationally coordinated merchandising and promotion programs that have resulted in a shift of advertising from ROP to inserts and—all too often—eventually to direct mail.

When there are fewer decision makers, an industry-wide selling program coordinated by the bureau becomes increasingly essential. For example, can you imagine newspapers pulling off an extraordinary achievement like the SAU™ program if every paper had been on its own?

4. *Increasing restrictions on advertising.* Restrictions on advertising may be advantageous to newspapers in the short run, but I doubt if they will in the long run. There is a strong move to get wine and beer ads off television, and this would certainly increase our billings. But the same forces will move to eliminate all cigarette and liquor advertising from all media. Though our tobacco business is down this year, it's been newspapers' top national classification in each of the last five years.

5. *The increasing importance of creativity.* The growing number of ad messages makes it harder and harder for individual ads to be heard, seen and recognized, and it makes the creative task of preparing ads that stand out more difficult than ever.

We've been giving high priority to reaching young creative people through our Athena and NoRMA awards and the Creative Newspaper. But it is equally important—very important—for you to be doing this kind of thing at the local level. Believe me, it does make the difference.

6. *The predicted demand for color.* Advertisers expect that newspaper color will be more or less universally available in the next few years, but it's got to be the top-quality color they're seeing in USA Today. I believe newspapers can and will deliver this kind of color for advertisers, and the bureau is interested in helping make it happen. With the support of the Color Committee of International Newspaper Advertising and Marketing Executives, we're planning a project on color to stimulate interest and know-how among newspapers.

7. *The growing demand for data.* We have made great strides in this area, thanks to strong newspaper support for syndicated audience research. This has made a strong impression with major agencies and advertisers.

But just making the numbers available isn't enough, especially with smaller agencies and local advertisers, who can also be sold with audience data (as local TV and radio stations well know). Your local sales people have to become more sophisticated in handling audience data to compete with broadcast people who've been using it to sell for years.

In addition, we at the bureau need more smaller and middle-sized newspapers to participate in our CAN DO program.

8. *Increased advertiser interest in targeting.* We absolutely must have computerized lists of both subscribers and non-subscribers if we are to compete effectively with shared or "marriage mail." And we can't afford to be unresponsive to advertisers' demands for circulation breakouts by ZIP codes. Finally, we've also got to be alert to the opportunity for selective targeting *within* the newspaper, by positioning ads next to regular columns and other special-interest features such as crossword puzzles and stock market tables.

9. *New technology.* Even though the experts agree that new communications technology is not going to revolutionize the media world overnight, eventually we are going to see some major changes take place.

Our business is right to be on the cutting edge, with ventures in cable and videotex, even though a payout is coming more slowly than we thought it would. If interactive shopping takes even a small chunk of today's in-store retail business, it could have tremendous repercussions on retailing—and on newspapers. So we've got to continue to stay on top of developments.

10. *Upscale marketing.* With widespread predictions of a concentration on selling to affluent consumers, some newspaper people are asking, "If all the advertisers tend to put their eggs in the same basket and try to reach the upscale part of the market, shouldn't newspapers follow suit and become a selective medium?"

Our answer is: "No—we can't survive if we do."

Newspapers combine class with mass, and it's precisely the mass we deliver that gives us our unique advantage for the advertiser—and the vitality that counts when media are compared. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Youth carriers still predominate

A new study released by the International Circulation Managers Association shows that despite an increase in the use of adult carriers, the newspaper business will continue to rely heavily on the "little merchant" system.

Of responding morning dailies, 41 percent said their ratio of adult to youth carriers has increased "somewhat" over the last five years. Thirty-four percent said the ratio has "stayed about the same," and 17 percent said it has increased "greatly."

A bare majority of responding evening papers, 51 percent, said the ratio has stayed about the same over the last five years, while 34 percent said it has increased "somewhat" and 8 percent said it has increased "greatly."

A combination of youth carriers and adult carriers was used by 77 percent of the morning or all-day papers, and by 82 percent of the p.m.s. Nineteen percent of the morning dailies and 8 percent of the p.m.s reported using adults only. Four percent of the a.m.s and 11 percent of the evening papers said they had only youth carriers.

However, previous studies have shown that "little merchants" far outnumber adult newspaper deliverers; estimates have put the number of youth carriers at about a million.

In the new ICMA survey, newspapers also were asked whether they expect the ratio of adult carriers to youth carriers to increase over the next two years. About two-thirds of both morning and evening newspapers responding (62 percent and 63 percent, respectively) said they expect it to stay about the same.

Twenty-nine percent of a.m. papers predicted the adult ratio will increase "somewhat," 1 percent said it will increase "greatly" and 8 percent said it will decrease "somewhat." Twenty-eight percent of p.m. papers said the adult ratio will increase "somewhat," while 2 percent said it will increase "greatly" and 4 percent said it will decrease "somewhat."

The survey questionnaire was mailed to the approximately 1,500 recipients of ICMA Update magazine. There were 355 responses from all 50 states, the District of Columbia, Puerto Rico, Canada, Japan and South Africa.

The survey was conducted by James C. Currow, vice president of sales and marketing of Fort Wayne (Ind.) Newspapers Inc., and results were tabulated by the company's market research department.

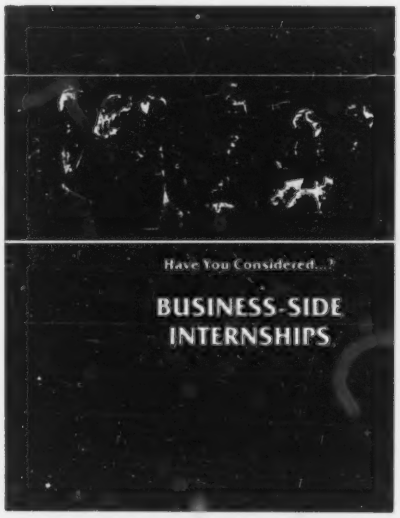
It also revealed that 86 percent of respondents have a total-market-coverage product. Use of the mails was the most preferred delivery method for TMC among 65 percent of morning papers and 60 percent of the afternoon dailies. □

Intern manual available

A manual for business-side internship programs, including circulation, has been published by ANPA Foundation and the International Newspaper Advertising and Marketing Executives Foundation.

Also covered are internships in the advertising, promotion and personnel departments.

Copies are available for $1 each from ANPA Foundation, The Newspaper Center. □



The 28-page manual has an 8½" x 11" format.

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ABC audit adjusts figures in Houston

An Audit Bureau of Circulations review indicates that the Houston Post and Houston Chronicle overstated paid circulation for the 12 months ending Sept. 30, 1983, by 23 and 9 percent of their circulations, respectively.

Houston for years has been a competitive newspaper town of continuing economic growth. The Toronto Sun Publishing Corp. bought the Post late last year [presstime, Nov. 1983, p. 49].

J. Douglas Creighton, president and chief executive officer of the company, said that before his firm made an offer for the Post, it learned of a "tremendous amount of free sampling," and that after completing the purchase, "We cut off all that sampling" and asked for an audit of both newspapers.

The ABC audit of the Post, released in July, showed that average paid circulation for the weekday paper was 322,965 for the reporting period. That was short of the publisher's statement by 75,853 copies, according to ABC.

The audit of the Chronicle, released in June, showed average paid circulation for the weekday paper was 409,700. That number was short of the publisher's statement by 39,292 copies, ABC said.

Most deductions ABC made from the publisher's report for the Post's weekday circulation, 55,943, were for copies delivered to households that had not paid for their subscriptions for some time. Another 19,910 were subtracted because they were "complimentary copies," ABC said.

Most deductions from the Chronicle publisher's statement, 30,341, were for what the ABC called complimentary copies included as paid circulation. Another 7,021 were "additional left over and unsold copies," and 1,930 were copies delivered to households delinquent in subscription payments, ABC said.

The audits also showed that for the Post, paid-circulation claims were overstated by 87,457 for Saturday morning circulation and 87,771 for Sunday. For the Chronicle, auditors deducted 37,250 copies for Saturday morning circulation and 37,426 for Sunday.

Efforts to reach the Post's former ownership for comment were unsuccessful. A spokesman for Houston Chronicle Publishing Co. would not comment. □

Canadian firms offer instant audience data

A computerized service called "NADbank 84" (Newspaper Audience Databank) providing advertisers with results of a new newspaper audience survey has been launched in Canada by the Newspaper Marketing Bureau of Toronto.

"It's a media sales tool we can use with advertisers to demonstrate the strengths of daily newspapers in comparison to magazines and broadcasters," said J. Arnold Tester, research manager for the Southam newspaper group.

Two on-line service companies—Interactive Market Systems and Telemar Communications—have data in their computers that advertisers and the media can extract to examine readership profiles in the 30 markets surveyed and to isolate special target groups, Tester noted.

The bureau announced results of the readership study at meetings of advertisers in Montreal, Toronto and Vancouver [presstime, July 1984, p. 72].

The bureau's study of the 30 top Canadian markets showed that 63 percent of adults 18 years of age and over "read a daily newspaper yesterday," according to Robert B. McElhinney, NMB vice president/market development. Between Monday and Friday, 89 percent read a paper at least one day, and during a full week, the readership figure rises to 91 percent, he said.

The findings, McElhinney added, "confirm the continuing, almost universal daily newspaper reading habits of Canadians."

He said strong weekend readership trends are common across North America and are consistent with the increased availability of Sunday newspapers in Canada.

"Now and again we are all exposed to forecasters predicting a gloomy future for newspaper reading," McElhinney said. "NADbank 84 is indicating quite an opposite picture."

The NMB official noted that teenage readership was measured for the first time. The survey indicated that 45 percent of teenagers 12-17 in the 30 markets read newspapers yesterday (compared with the 63 percent for adults).

The bureau is planning to update the information by surveying one-third of the sample each year in each market, McElhinney said. □

Fellowship program seeks funds

The Journalists in Residence program at the University of Michigan, one of three programs of its kind for U.S. journalists, has put out a distress call to the journalism community.

With its federal funding ended, the program now must find other funds to survive. The program is seeking to raise an endowment of at least $4 million.

A recent development could take the program half way to its goal. Knight-Ridder Newspapers Inc. and the Knight Foundation offered the program a "challenge grant" of $1 million. A matching $1 million must be raised over three years in order for the program to receive the grant.

Also contributing to the endowment fund were The Detroit News and its parent company, the Evening News Association, which will give $75,000 over five years.

Meanwhile, for the 1984-85 academic year, the program is being supported by funding from the university, a $50,000 grant from the Knight Foundation, and $25,000 grants from the Gannett Foundation and the Newhouse Foundation. (The Booth Newspapers of Michigan are members of the Newhouse Newspapers group.)

The Journalists in Residence program provides fellowships to journalists at or near mid-career to enable them to spend an academic year studying on the Michigan campus according to a self-designed curriculum [presstime, Jan. 1984, p. 25].

The Michigan program and a sister program at Stanford University were started in 1973 at the instigation of the federal National Endowment for the Humanities. NEH funding supported both through the 1983-84 academic year.

However, unlike the one in Michigan, the Stanford program has accumulated an endowment of about $7.5 million, and Director Lyle M. Nelson said it is now self-sustaining.

More than half of the Stanford endowment consists of a $4-million grant from the Knight Foundation.

The oldest of the three programs for working journalists, at Harvard University, has been run since 1938 by the Nieman Foundation. Its last major fund drive was in the 1960s, when more than enough money was raised to match a $1.2-million challenge grant from the Ford Foundation. □

Guild plans all-out organizing at U.S. and Canadian dailies

The Newspaper Guild is "on a roll" in terms of organizing new members, according to its officers.

J. William Blatz, the Guild's director of field operations, said the union has organized 508 newspaper people in Milwaukee and Hamilton, Ontario, since the first of April.

In the past fiscal year, which ended March 31, bargaining rights were won for 760 employees. This can be measured against an average of 499 employees a year over a 25-year period, Blatz noted.

Discussing the organization of more than 300 editorial and library employees at The Milwaukee Journal and Milwaukee Sentinel—the largest newly organized unit to vote for Guild representation in 32 years—Guild President Charles A. Perlik Jr. announced at the union's recent convention: "To the (daily newspaper) employees in Des Moines, Kansas City, Dallas, Atlanta, Edmonton and Calgary—you're next!"

"Newspapers have effectively been served notice," said Keith R. Fuller, director of employee relations at the Sacramento-based McClatchy Newspapers. "I believe the Guild is deadly serious," added Fuller, who is chairman of the ANPA Human Resources Committee. "They know their survival depends on getting dues-paying members, especially since the failure to achieve a merger with another union."

Edward J. Murphy, senior vice president and general manager of The New Haven (Conn.) Register and Journal-Courier, said, "The idea of targeting certain papers and certain ownerships would appear to me to be a more sophisticated way of generating new membership rather than the helter-skelter approach that appeared to be (the Guild's) method in the past."

About 185 delegates to the June 18-22 convention in San Juan, Puerto Rico, approved a recommendation of the international executive board for a pair of special assessments this summer that will raise an anticipated $740,000 to be used for organizing.

The assessments for two months range from $2 to $27.35 a month, depending on members' wages.

The money will be used "exclusively" for organizing, Blatz said. It will be the "biggest push since 1978," he noted.

International Chairperson Harry S. Culver (at podium) presides as tellers tabulate results of only roll-call vote during Newspaper Guild convention in San Juan.

The union now has 11 international representatives and a Canadian director who do organizational work as part of their regular duties. "We're talking about the possibility of hiring people who would be organizers only," Blatz said.

The Guild's membership has remained steady at around 32,000 members in recent years. Successful organizing drives have been offset by the loss of members at newspapers that have closed. Last year, for example, the union organized 105 editorial workers at The Spectator in Hamilton, Ontario, and about 85 people in the newsroom of The Windsor (Ontario) Star. But 120 members were lost in the closing of The Columbian in suburban Vancouver, British Columbia.

The union's organizational efforts are not confined to news and editorial staffs. The Guild has been certified by the Ontario provincial government this year to represent about 170 part-time workers in the mailroom of The Spectator and about 30 circulation employees of The Windsor Star.

Other action. At the San Juan convention, the only roll-call vote concerned the endorsement of political candidates. The Guild's participation in the AFL-CIO's endorsement of Walter F. Mondale in the Democratic presidential primaries had been repudiated by some members [presstime, Dec. 1983, p. 42].

Since that endorsement, the international executive board has adopted a policy requiring that sentiments of Guild members be assessed before officers make endorsements on behalf of the union. In the roll-call vote, the delegates rejected a proposal that would have required a formal referendum of the membership before endorsements could be made.

The convention approved:

- Raising the wage goal to $1,000 a week for experienced employees in key classifications [presstime, June 1984, p. 61; also, see story, p. 6].
- An amendment to the collective-bargaining program that requires local unions to propose in negotiations that pregnant employees be allowed to transfer without reduction in pay from a job or working conditions the employee believes may be hazardous to the unborn child
- A resolution calling for the Canadian government to enact a Daily Newspaper Act that would deal with the issue of concentration of ownership [presstime, June 1984, p. 70].

The officers reported to the convention that the union's general fund, out of which operating costs are paid, ended the fiscal year with a surplus of $83,798, based on income of $3,071,568 and $2,987,770 in expenses. Net worth was reported as $5,472,919. —*Clark Newsom*

District manager ruling affirmed; Teamsters seek rehearing

The 6th U.S. Circuit Court of Appeals has affirmed an NLRB decision that circulation district managers of The Oakland Press in Pontiac, Mich., are supervisors.

Local 372 of the Teamsters had contended that the newspaper was "equitably estopped"—that is, bound by a prior action—from claiming the district managers are supervisors exempt from coverage under the Taft-Hartley Act.

At one time, when the company's juvenile carriers were characterized as independent contractors, the company had recognized the district managers as employees covered by the act and they were represented by the union. In 1976, however, the newspaper reversed its position and refused to bargain with the union, claiming the district managers were actually supervisors. The union then filed an unfair labor practice charge with the NLRB.

The NLRB subsequently found that the carriers were employees and the district managers were their supervisors [presstime, July 1980, p. 54].

The 6th Circuit affirmed the board's decision but remanded the case on the narrow issue of equitable estoppel. The union appealed to the court after the board upheld the company's position.

The union has filed a petition for a rehearing.

(Newspaper Drivers & Handlers Local 372 v. NLRB, USCA6 No. 83-5311) □

ITU ordered to change bylaws

The International Typographical Union has been ordered by the National Labor Relations Board to amend its bylaws as they apply to resignations from the union.

The decision came four years after an administrative law judge had recommended the order in a case involving the New Haven (Conn.) Register and Journal-Courier [presstime, Oct. 1980, p. 44].

At issue was a section of the bylaws stating that members must have "the consent of the local union" to resign.

The case arose when three employees represented by New Haven Typographical Union No. 47 were promoted to supervisory positions and attempted to withdraw from the union. The union refused to accept their applications for withdrawal.

The NLRB said the union's restriction on resignation "is invalid on its face" and ruled that the ITU local violated the Taft-Hartley Act by refusing to accept the proffered resignations.

The New Haven case is the first in which the international union has been named as a direct party.

(International Typographical Union and Register Publishing Co. Inc. et al., 270 NLRB No. 213) □

NLRB elections

Houghton (Mich.) Daily Mining Gazette, GCIU: Employees in the editorial, advertising, circulation and accounting/administrative departments voted 20-4 in favor of representation by the Graphic Communications International Union.

(NLRB Case No. 30-RC-4344)

La Opinion, Los Angeles, IBT: Pressroom employees voted 10-1 and mailroom employees 6-0 against representation by Local 986 of the International Brotherhood of Teamsters.

(NLRB Case Nos. 21-RC-17404, 17405)

Recent contract settlements

Columbus (Ohio) Citizen-Journal, Guild: Three-year agreement covering editorial employees; retroactive to Nov. 1, 1983.

Minneapolis Star and Tribune, GCIU: Three-year agreement covering photoengravers; retroactive to Dec. 1, 1983.

San Antonio Express and News, GCIU: Two-year agreement covering pressmen; retroactive to Aug. 6, 1983.

(Details in August 1984 ANPA Labor & Personnel Relations Letter.)

Rules to broaden EEOC coverage are proposed

The Equal Employment Opportunity Commission has proposed two rules broadening coverage of older workers under the Age Discrimination in Employment Act.

It proposed that apprenticeship programs, which are now exempt from coverage under the act, be covered, and that employers be required to continue making pension fund contributions for workers who have passed "normal retirement age," generally 65.

Both proposals, which in late July had not been scheduled for publication in the Federal Register, require a period for public comment and must go through a procedure of consultation and coordination with other federal agencies before being issued in final form.

In 1980, the commission proposed a rule extending coverage of the act to apprenticeship programs, but that proposal was never adopted in final form [presstime, Nov. 1980, p. 33].

In other developments at the EEOC, President Reagan named Tony E. Gallegos to a second term on the commission. Gallegos, a Democrat, was first named to the commission in 1982 to serve the remainder of a four-year term ending July 1, 1984.

The Senate recently confirmed the nomination of Fred W. Alvarez as a commissioner [presstime, May 1984, p. 74].

One vacancy remains on the five-member commission. It occurred when Vice Chairman Cathie A. Shattuck resigned last April to enter private law practice. □

Times will appeal NLRB order

The New York Times will appeal to a federal court an NLRB order directing it to furnish Local 3 of The Newspaper Guild with certain information requested by the union, according to Howard Bishow, vice president/employee relations.

Part of the information concerns copies of job-evaluation reports on an employee. The other data are related to the company's involvement in electronic publishing ventures.

The board's order came on the recommendation of an administrative law judge [presstime, Feb. 1984, p. 44].

(The New York Times Co. and Newspaper Guild of New York, 270 NLRB No. 194) □

Seattle daily upheld in severance-pay dispute

An arbitrator has upheld the Seattle Post-Intelligencer in a severance-pay dispute that arose from the implementation of a joint operating agreement with The Seattle Times.

The JOA—which under the Newspaper Preservation Act permits two competing newspapers to combine all operations except editorial when one paper is failing—was implemented May 23, 1983 [presstime, June 1983, p. 48].

Seattle Mailers' Union No. 32 alleged that the Post-Intelligencer had violated its labor contract by failing to pay 10 weeks' severance pay to mailers who lost their jobs at the P-I but who were hired the next day by the Times.

The labor agreement stated that in the event of "permanent suspension of publication" or "merger," discharged mailers not re-employed by the "merged papers" would receive 10 weeks' pay.

The Times hired 25 of the P-I's 54 mailers. Those not hired were given severance pay in the amount called for by the labor agreement in accordance with an additional JOA "effects" agreement signed by the company and the union.

Arbitrator Zane Lumbley found there had been no merger of corporate entities. Furthermore, he noted, publication of the Post-Intelligencer had not been suspended.

Lumbley rejected the union's argument that the labor agreement had been designed to compensate mailers hired by the Times for the loss of their seniority rights. The P-I mailers had been "end-tailed" behind the Times' mailers. He noted that the matter of seniority or "priority" had been left "entirely" to the discretion of the union.

The fact that some of the mailers had received dismissal pay was not at issue in the arbitration. Under Lumbley's interpretation of the labor contract, none of the mailers were entitled to the 10 weeks' pay. □

Union bid reinstated in Baltimore

A union's petition to represent district advisors in the street-sales section of The Baltimore Sun's circulation department has been reinstated by the NLRB.

The petition filed by Local 355 of the Teamsters had been dismissed last year by the board's regional director in Baltimore after he found the advisors are supervisors of employees known as "hawkers" who sell newspapers on the street [presstime, Jan. 1984, p. 53].

The union appealed the decision to the board, contending that the advisors should not be considered supervisors of employees because the hawkers are independent contractors, not Sun employees. The board agreed.

In overturning the regional director's decision, the board said that the "most significant" factor indicating independent contractor status is that most of the hawkers are permitted to sell competing publications.

(A.S. Abell Publishing Co. and Truck Drivers and Helpers Local Union No. 355, 270 NLRB No. 181) □

Bankruptcy law signed

A new law requires court approval before employers who file for bankruptcy can repudiate their labor agreements.

The law overrules a U.S. Supreme Court decision earlier this year that allowed financially troubled employers to unilaterally cancel or modify their labor contracts pending reorganization by bankruptcy courts [presstime, April 1984, p. 62].

President Reagan signed the legislation into law July 10. □

Additional arbitration awards

Baltimore Sun, GCIU: Joseph M. Stone ruled that the use of a new camera in the news-art department did not violate the union's jurisdiction.

Cleveland Plain Dealer, ITU: Marvin J. Feldman decided that mailers who regularly work less than five shifts a week lose the status of a full-time employee.

Detroit Free Press, Teamsters: Gabriel N. Alexander overturned the discharge of a circulation department district manager who had been accused of dishonesty in counting newspapers delivered to him.

Erie (Pa.) Daily Times and Morning News, ITU: Clair V. Duff sustained the discharge of the mailers' union president for insubordination—refusing to work as directed—and a three-day disciplinary suspension given the mailroom's union steward.

Newsday, Long Island, N.Y., ITU: George F. Sabatella ruled that the company did not violate a contractual prohibition against disciplinary suspensions when it fired a composing room employee for violation of work rules and reinstated him four days later.

New York Post, Guild: John E. Sands found the company violated an agreement regarding the creation of a new sales analysis department by failing to transfer two employees.

New York Times, ITU: Richard Adelman sustained management's right to determine the location where mailers check returns of newspapers.

Primos (Pa.) Delaware County Daily Times, Guild: Walter J. Gershenfeld upheld the company's reassignment of an employee in the dispatch section of the display advertising department.

Providence Journal and Bulletin, GCIU: Marcia L. Greenbaum ruled that the company did not violate the work jurisdiction of photoengravers by assigning certain work to pressmen.

San Diego Union and Tribune, Guild: Thomas Christopher overturned the discharge of a trainee district manager after finding he had not been treated the same as other trainees.

Youngstown (Ohio) Vindicator, Guild: Lynn B. Griffith Jr. ruled that a circulation department employee was not entitled to be paid for the time he missed work while having his glasses replaced.

Youngstown Vindicator, ITU: Roland Strasshofer Jr. found that the company did not violate the labor agreement when it made a change in the operation of an inserting machine in the mailroom.

Washington Post, ITU: Jacob Seidenberg held that a printer substituting for a regular employee was entitled to sickness and accident benefits.

Wilkes-Barre (Pa.) Times Leader, Guild: Robert F. Koretz found that a labor agreement was no longer in effect after the union struck the newspaper.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

St. Louis Guild wins photo pay case

The granting of bonuses to certain photographers at the St. Louis Post-Dispatch triggered a grievance by Local 47 of The Newspaper Guild that resulted in an arbitrator sustaining the union's position.

The bonuses were given to the photographers for their work during the 1982 National League baseball playoffs and the World Series won by the St. Louis Cardinals.

At issue was the interpretation of a provision in the labor agreement stating that whenever the newspaper "sells for profit for outside use" any material prepared by an employee, the employee will receive a share of the proceeds "subject to agreement" between the Post-Dispatch and the Guild.

Under a longstanding agreement, when the company sells photographs taken by its photographers, 50 percent of the proceeds go into a pool that is equally divided among the photographers at the end of the year.

After the Cardinals won the Series, the Post-Dispatch prepared a booklet called "It's a Celebration" that included photographs taken by its photographers, along with editorial comment about the players, the playoffs and the Series. Also included was the first publication of the 1983 Cardinals game schedule and an ad for Budweiser beer, which is brewed by Anheuser-Busch, the parent company of the Cardinals. The logos of the newspaper and the baseball team appeared on the cover.

The Guild contended that all of the newspaper's 16 photographers should share equally in the proceeds from the sale of the booklet. Nine of the 16 received the bonuses.

The company, however, said the booklet did not come under the phrase "outside use" in the labor agreement. It contended that the booklet was not an outside use of employee material but was actually the use of employee material and talent that the newspaper had purchased with salary payments. It noted that no payment had ever been made to photographers as the result of photographs appearing in any other Post-Dispatch booklets, publications or products.

The voluntary payment of bonuses to certain employees for their work in connection with the publication of the booklet did not create an obligation to provide similar bonuses to all photographers, the company said.

Arbitrator Bert L. Luskin, however, found that the sale of the booklet constituted "a sale for profit for outside use." He said that an agreement between the newspaper and the baseball team that led to the publication, sale and distribution of the booklet was a joint venture with the Cardinals "in every sense of the term."

"The joint venture proved to be one that generated substantial benefits to both the Cardinals and the Post-Dispatch," Luskin noted. "The entire transaction was unique and different from any of the distribution methods developed by the Post-Dispatch for the sale of numerous types of reprints, souvenir editions of the paper, published articles or series based upon matters of general interest."

The "transaction" fell within the provisions of the labor agreement, Luskin said, because the booklets were sold to the Cardinals under an arrangement that constituted a "sale for profit" to an outside organization.

He said a "mutually agreeable proportion" of the net proceeds from the sale should be distributed among eligible employees based upon the formula and the procedure followed by the parties in prior years. The matter was "returned to the parties" for further discussion.

Following Luskin's decision, the company and union agreed that each of the photographers would receive $275. Those who had already received a bonus retained it, as well. □

Seniority system validity upheld

The U.S. Supreme Court recently ruled that a federal court lacked power under Title VII of the Civil Rights Act of 1964 to order the City of Memphis to lay off more senior white firefighters during a municipal financial crisis in order to preserve the gains made by minority firefighters under two affirmative action consent decrees.

The court ruled 6-3 in *Fire Fighters Local 1784 v. Stotts* that the city could follow its bona fide seniority system in making layoffs. □

Newspaper seeks reversal in 'firing' case

The Newport News (Va.) Daily Press is seeking to overturn a federal jury's award of $149,000 to a former circulation department district manager.

The employee, James B. Bristow, was 64 when he retired in 1981 after working for the company 16 years. He subsequently sued the company, alleging that it had discriminated against him on the basis of age by failing to promote him. He said he left voluntarily to avoid being fired.

The jury found that Bristow had not been discriminated against because of his age. But it found that the company had forced his resignation and awarded him the damages.

The company contends that the verdict was not supported by the evidence and has asked U.S. District Judge J. Calvitt Clarke Jr. to set it aside. □

Deliverers' assignments upheld by NLRB

Two jurisdictional disputes between mailers and deliverers at the New York Daily News were recently resolved by the NLRB in separate decisions.

In both cases the board upheld the company's work assignments to drivers and other employees represented by the Newspaper and Mail Deliverers' Union of New York City and Vicinity. The mailers are represented by New York Mailers' Union No. 6.

The board ruled in a dispute at the Garden City, N.Y., plant that employees represented by the deliverers are entitled to wrap and tie papers that were formerly distributed by a wholesaler.

In the other case, which involved the Brooklyn plant, the board held that deliverers-represented employees are entitled to remove papers from non-automated stacker lines and deliver them on rolling tables to other workers who make up odd bundles.

The company's preference, past practice, economy and efficiency of operations were determining factors in both decisions.

(Newspaper and Mail Deliverers' Union of New York City, 270 NLRB No. 53; New York Mailers Union No. 6, 270 NLRB No. 52) □

Arthur Ochs Sulzberger

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Jeremy L. Halbreich

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Arthur Ochs Sulzberger, publisher, The New York Times. Annual Isaiah Thomas Distinguished Lecture in Newspaper Management, Rochester Institute of Technology, Rochester, N.Y., May 9.

An Independent Press Must Be Maintained
Katharine Graham, chairman of the board, The Washington Post Co. Duke University commencement exercises, Durham, N.C., May 6.

Innovative Single Copy Sales
Ray F. Mack, executive consultant, Scripps-Howard Newspapers. International Circulation Managers Association annual sales conference, Toronto, June 30.

Report on Postal Developments in Washington.
W. Terry Maguire, ANPA vice president/general counsel. Texas Press Association annual Summer Convention, June 22.

VDT Legislation
Claudia M. James, ANPA counsel. Gannett Human Resources Conference, San Antonio, June 17.

FOIA: There Is Room for Improvement
Michael W. Hammer, special investigations and assignments editor, The Daily Oklahoman, Oklahoma City. House Subcommittee on Government Information, May 23.

The Big Chill: A PR Man's Perspective on America's Frosty Attitude Toward Journalists
Joseph A. Kopec, vice president, Hill and Knowlton Inc., New York City. University of South Florida Mass Communications annual Honors Banquet, Tampa, April 12.

From the Institute of Newspaper Controllers and Finance Officers annual spring meeting, Orlando, Fla., May 20-23:

The Future of Newspapers
Jeremy L. Halbreich, senior vice president, The Dallas Morning News.

Child Care Centers: An Emerging Benefit
Susan M. Sease, business manager, Greenville (S.C.) News and Piedmont.

New Technology
William D. Rinehart, ANPA vice president/technical.

All Is Still Not Well in Paperville, But the Cloud Is Moving
Richard W. Raiford, executive vice president, Southeast Publishers Newsprint Sales Co., Atlanta.

From the International Federation of Newspaper Publishers annual congress, Paris, May 21-23:

The Philosophy of "Newspaper in Education"
Donald N. Soldwedel, president, Western Newspapers Inc., Yuma, Ariz.

A Global Perspective: "Newspaper in Education" and Illiteracy
Linda B. Skover, ANPA Foundation manager/education services.

Nordic "Newspaper in Education" Program: Improving Language and Knowledge and Developing New Readers
Leif Dahlström, pedigogical instructor for Swedish NIE program.

A Dutch "Newspaper in Education" Program: A Success Story
Josée Gerding, Sijhoff Pers BV, The Netherlands.

Maintenance key to quality, press mileage

Alvin Miller periodically circles the Hoe presses at The Pittsburgh Press, placing a stethoscope against the whirring machine. If a bearing is defective, it will emit an uneven sound that can be picked up by the medical instrument.

The stethoscope "will detect a rough rumble," says Miller, assistant pressroom superintendent. "It's 90 percent accurate."

Miller's ritual is part of the Press's preventive maintenance program, instituted about a year ago.

Such PM programs, as they are called in pressroom argot, are a lively topic of debate.

A PM program is viewed in the business as a categorical necessity for newspapers determined to put out the highest possible quality product and to get the most mileage out of their presses. Executives at newspapers with such programs suggest using the equipment manufacturers' maintenance recommendations as a base and building from there.

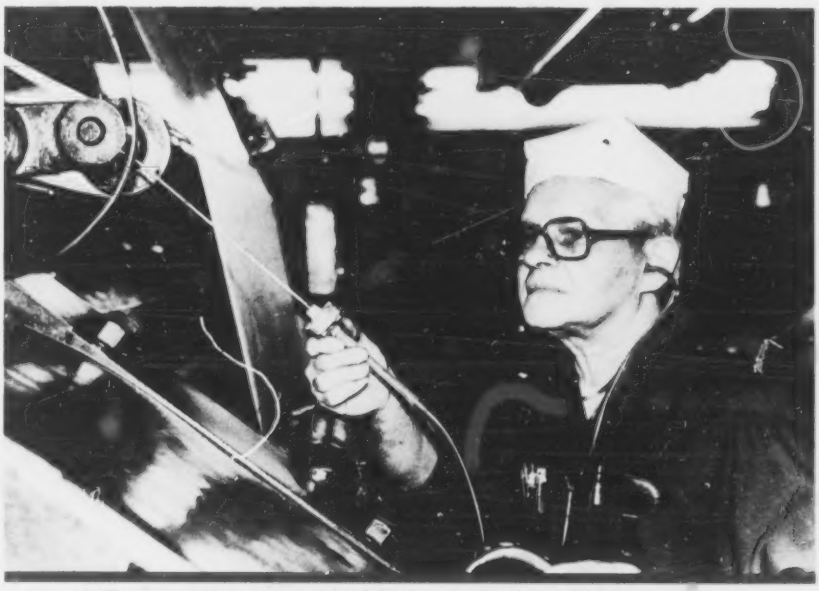
However, asking five production executives what constitutes a good program will more than likely result in five different answers. An individual program will reflect a newspaper's operational philosophy, objectives, circulation and printing workload.

Miller and other production experts generally agree, though, that three elements constitute a basic program:

- A commitment by top-level management to press maintenance
- A systematic way to implement a PM program
- Strong documentation supporting the program.

Management's involvement in the PM program can manifest itself in various ways. At one extreme, publishers have ordered that their presses be painted white and kept white. At the other, production supervisors are content knowing that their bosses are aware of the requirements—and of the goals—of the PM program.

For instance, it is sometimes tempting for a general manager to assign an additional job during time allotted for maintenance. The underlying fallacy in this approach is that the pressmen are "wasting time" on maintenance until the next press run.



The Pittsburgh Press

Miller uses stethoscope to test for defective press bearings at The Pittsburgh Press.

Postponing maintenance might mean management will have to allocate overtime to get the work done. Or if PM is skipped over entirely, a mechanical breakdown may result sometime in the future.

"It's very easy to psychologically get away from preventive maintenance," cautions Conrad J. "Chip" Rausch, engineering director at the New York Daily News.

In establishing a schedule for maintenance, most larger dailies look to Sunday, which is a relatively slow day in the pressroom. Certain personnel are designated to perform certain maintenance programs.

At smaller circulation newspapers, however, the press crew usually does the necessary work either before or after the press run on a daily basis.

The PM program gains in importance if the newspaper also prints commercial job work because most commercial work, particularly inserts, demands higher quality printing. Commercial work also means more complexity in scheduling time and manpower for preventive maintenance.

Documentation is the juice of an adequate PM program; without it, the program will wither.

"You've got to have bookkeeping," says Richard E. Lewis, vice president/operations at The Record in Hackensack, N.J., "or you have nothing."

Documentation takes on many forms and serves a variety of functions. At its simplest, it might be a card index listing which pieces of equipment get what maintenance when and from whom. In more comprehensive programs, files are kept on each press unit, folder and reel stand, listing what tools are to be used to adjust specific mechanisms.

With documentation, production executives can track not only the work performed on a particular piece of equipment but also the performance of the equipment. It also serves supervisors by allowing them to monitor the performance of personnel and products.

Proper documentation also can enable a newspaper to go a long way toward achieving its PM-program objectives, the greatest of which is likely to be improved printing quality.

"Press maintenance and diligence are the two main ingredients in quality reproduction," says Golden L. Faris, director of production for Indianapolis Newspapers Inc. "You have to have a press that's well-maintained to print quality."

Some people believe that an adequate PM program might be having the foreman periodically tell the flyboy to pick up a grease gun and hit all the visible lubrication fittings on the press. But few production people subscribe to that version of maintenance.

"The don't-fix-it-till-it's-broken attitude doesn't make it in the pressroom," comments Lawrence D. Marbert, director of construction and mechanical systems for Knight-Ridder Newspapers.

Adds Faris: "A press maintenance program that addresses something only when it breaks I consider both inadequate and poor."

—Paul Kruglinski

Getting the most out of ink—and the least

BY BRUCE E. BLOM

Ink mileage and ink rub-off are two key areas of concern in newspaper production these days.

The drive for ultra-black printing has aggravated both of these situations, causing an increase in ink usage, a negative impact on the economics of printing and a large number of complaints of dirty hands, dirty linen and dirty furniture.

The data below show how very dependent both ink mileage and ink rub-off are on print density, which is a controllable variable.

Figure 1 shows how the density of a typical black ink, labeled A, varies with coverage.* The density levels shown are absolute densities and include the contribution of the stock. The stock in this case had a density of approximately 0.2, typical of many newsprints.

The key item to note in Figure 1 is the decreasing rate of return, as far as density is concerned, with increasing amounts of ink. An additional problem is our visual perception of the darkness of a print in relation to its density. We can readily discriminate between prints having a density difference of 0.9 and 1.0. At higher density levels—for example, in going from 1.2 to 1.3—we don't visually perceive the difference (despite the fact that it is still 0.1 density unit) to be the same.

To have the same visual "impact" as going from 0.9 to 1.0 density units, we might have to increase the density at the 1.2 level by 0.15 or 0.2 units, to 1.35 or 1.4, to visually achieve the same effect.

In an informal and limited survey of 24 newspapers from across the country, we found the following:

Type of Printing	Number of Papers	Density Range	Average Density
Offset	15	0.87-1.24	1.00
Letterpress	9	0.77-1.16	0.98

Using the density values shown and Figure 1 we can see that for offset papers three times as much ink is required to achieve the highest density as is required at the lowest density.

This decreasing rate of return is one reason "mileage" figures kept by many papers can sometimes appear alarming.

Depending where inking levels or densities are normally set, a modest increase in density can result in a not-so-modest increase in ink consumption with consequent increased costs. For example, if we compare our "average" paper printing at a density of 1.0 to our "high" paper printing at a density of 1.24, then from Figure 1 we can see that we are talking about a 100 percent increase in ink consumption and costs.

The print-density within one paper often varies by as much as 0.4 density units, which represents a wide range of ink coverage for a single paper.

These arguments also hold true for letterpress printers. Letterpress black inks generally contain about one-third less pigmentation than the typical offset ink. Our data showed, however, that the letterpress operations surveyed are printing at approximately the same density levels as the offset papers. More ink is, of course, required because of the difference in pigmentation levels.

Why are such high density levels being used, especially by letterpress operations? A partial explanation may be found in the conversion from letterpress printing to offset. The smoother ink lay obtained when printing from a blanket gives the print a darker appearance than a corresponding amount of ink printed via letterpress.

In an attempt to look more like offset, letterpress printers will increase their inking levels, sometimes to the point where the rub-off will become objectionable.

Offset printers can also be guilty of using too much ink. This usually occurs when they try to increase contrast levels

*Different densitometers can "see" color differently, with the consequence that, although the density values are internally useful, they can be misleading to someone who has a different type of densitometer.

Dr. Blom is assistant technical director of Flint Ink Corp.

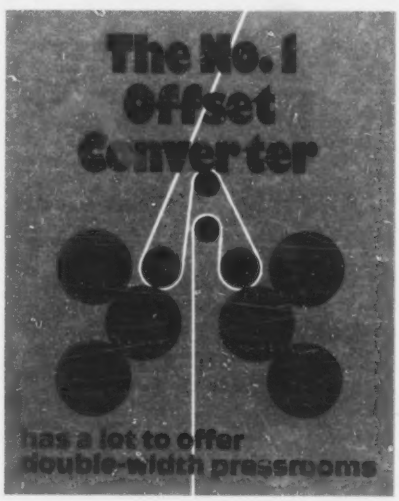


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Figure 1

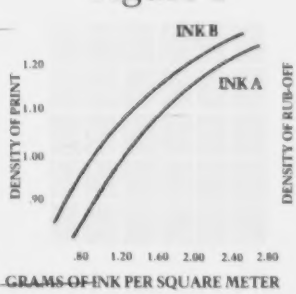


Figure 2

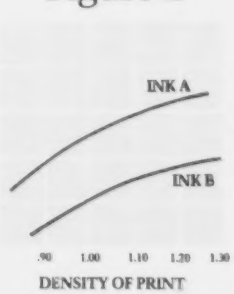
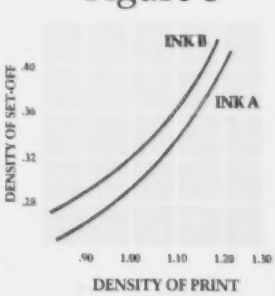


Figure 3



to give solids and halftones more "snap." Problems arise because the brightness of newsprint is a variable. The whiter the paper the less ink is required to achieve the desired contrast.

The varying degrees of ink coverage can also create other problems. According to pressroom measurements, the typical ink film thickness, as measured on the lower vibrator of a Goss Metro press, is approximately 0.8 mil when printing heavy coverage. Assuming this translates into our average density of 1.0, then we can see by Figure 1 that we are talking about an ink coverage (for Ink A) of 1.3 grams per square meter. By printing higher densities, we create thicker ink films on the plate, blanket and all rollers, and this can lead to increased rub-off and to runnability problems, such as emulsification, scumming, plugging, etc.

Ink rub-off is a complaint heard more often than any of us, especially inkmakers, care to talk about. However, rub-off is not a new problem: Smudged fingers have always been with us.

Inkmakers have been trying to improve the rub properties of their inks, with more or less success depending on one's perspective.

Many people in the newspaper business have heard of the tremendous gains being made with water-based flexographic ink. These inks are essentially "rub-free" due to the fact that they actually dry due to evaporation of the water.

Unfortunately, it is unlikely that current oil-based inks will ever be called "rub-free." These inks "dry" by penetration of the oils into the paper. The retention of this oil is in large measure the fundamental cause of why oil-based inks are always susceptible to rub-off. The oil is a necessary part of the ink as it provides the stability and lubrication necessary for proper performance on the ink roller train.

Figures 2 and 3 show the rub-off and page-to-page set-off data, based on laboratory tests, for the ink/paper combination shown in Figure 1. The dramatic increase in both properties with increasing inking is apparent.

Comparison of these charts with our informal survey easily explains why some operations are more prone to receiving rub complaints than others. It is this drive for maximum contact between the printing and the paper that has resulted in piling the ink on the paper. The paper wicks out the oil, leaving the black pigment setting on top and easy to rub off.

Oil inks with improved rub resistance are available. A typical one, Ink B, is shown in Figures 1-3. This ink happens to be stronger (more highly pigmented) than the standard ink so that for a given density less ink is required, thus its mileage is better.

By looking at Figure 2, we see that the rub characteristics of Ink B are quite different than the standard Ink A. In fact, if this ink were run at the "typical" coverage of 1.3 g/m^2, not only would it print at a higher density (about 1.10), it also would have less rub-off than the standard ink printed at the same coverage but lower density. Page-to-page set-off would suffer somewhat, however. Inks such as the one described are premium-priced, not only because of any changes in pigmentation, but also because of the use of more costly ingredients.

The reverse is also true. Papers printing at lower densities usually have better ink mileage and less rub-off. □

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Computer monitors page makeup

The ritual of monitoring the flow of pages between the composing room and the platemaking department is the latest part of the newspaper operation to be computerized.

The Atlanta Journal and The Atlanta Constitution replaced a crayon-board and magnetic flow chart with a Commodore VIC 20 home computer linked to two color-television monitors.

The system, which cost about $1,000 to build, is the brainchild of John Mangum, the papers' assistant manager of special electronics. It is designed to help the newspapers meet deadlines.

The platemaking department can make only one plate per minute, but the composing room can turn out more than one page per minute.

At times, the composing room meets its deadline, but the platemaking department becomes inundated with so many pages that it can't keep up with the flow.

Using the VIC computer with 20 kilobytes of storage, the Atlanta system keeps track of each page electronically as it is composed and moves to platemaking.

TV monitors in both departments display the time of day, the time remaining until closing of the next edition, the number of pages still to be processed (except classified pages) and a designation of which pages contain color. Incompleted pages are seen on the screen as white-on-black numbers, while "rolled pages," those that have been sent to platemaking, are displayed as black-on-white.

Additionally, the system monitors the timing of the work flow: The TV screens display a background color of blue, yellow or red, respectively signifying whether pages are being composed at a rate fast enough to meet the press deadline, are in danger of missing it or have already missed it.

"It gives you an instant indication of your status," Mangum says. "It also gives the staff time relationships."

The papers are considering expanding the system into other departments. □

Mangum with VIC home computer

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TECHNOLOGY NOTES

• American Hoechst Corp. **sold its EOCOM division** to Gerber Scientific Instrument Co., a subsidiary of Gerber Scientific Inc., for $6 million. According to the new owners, they will expand marketing of EOCOM products to the newspaper business worldwide and integrate EOCOM technology into their own graphic-arts products.

• Allied Corp. plans to **spin off its Mycro-Tek division** of the Mergenthaler Linotype Co. Allied officials said the firm signed a letter of intent with Mycro-Tek management and a group of investors attempting a leveraged buyout of the division.

An Allied spokesman said that if the spinoff occurs, the marketing agreements with Mycro-Tek will still remain in effect.

• Atex Inc. signed "letters of intent" in June with an unspecified number of newspapers for **equipment purchases totaling $4.1 million**.

• The Associated Press has entered into a joint marketing venture with New Graphics to provide newspapers with an **electronic graphics library** of "maps, arrows, crosses, type [and] drawings of all kinds."

This fall, AP will introduce DigitalStocks II, a high-speed financial service that will allow newspapers to receive New York Stock Exchange tables in as little as four minutes.

• Teleram Communications Corp. announced that it has entered into an original-equipment-manufacturer agreement with Dulmont Electronic Systems Ltd., an Australian computer manufacturer, to market in North America the Dulmont Magnum **portable computer**. Among the advances incorporated into the eight-pound, $2,500 microcomputer are the Intel 80186 16-bit microprocessor and the energy-efficient CMOS-RAM (complementary metal oxide semiconductor-random access memory) chip.

Teleram also announced availability of STAR LINK, a new computer data-storage and transmission system that allows reporters to file stories from remote locations.

• ECRM Inc. and Nihon Information Center reached an OEM agreement whereby NIC will market the ECRM Autokon 8400 **laser scanner** as part of its pagination system.

• Goss Products Systems division of Rockwell International Corp. has entered into an OEM agreement to market Quipp Inc.-manufactured **counter stackers** under the GPS product name.

TECHNOLOGY CALENDAR

• **IPEX '84**, an international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.

• The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.

• **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference, which will feature electronic components, equipment and systems, will be the first of its kind to be sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.

• The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.

• The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.

• The **45th New England Newspaper Production Conference** will be Oct. 11-14 at the Boston Marriott.

• **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York.

• The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.

• The ANPA Technical Committee is sponsoring two symposiums at the Ramada Hotel O'Hare in Chicago. **"Pressroom Options II"** will be Oct. 30; **"The Challenge of Today's Mailroom"** will be Oct. 31-Nov. 1.

• **Lasers in Graphics**, the annual conference on prepress technology and electronic publishing, will be Nov. 4-8 at the Hyatt Regency New Orleans.

• Printing Industries of America will hold its **National Materials Management Conference** Nov. 7-9 at the Sheraton International Hotel at O'Hare Airport, Chicago.

Programs are set for 2 symposiums

The programs for ANPA's Press Options II and Distribution Systems symposiums, scheduled for the O'Hare Ramada Inn in Chicago, are complete.

The Press Options symposium, successor to one held in March 1982, will address press choices in flexography, anilox-inking retrofits, conversion of letterpress presses to offset, offset options and international press developments.

The Distribution Systems symposium, the first of its kind, will feature an array of speakers on such topics as advertisers' requirements, the direct-mail challenge, postal regulations, management and labor issues, ink-jet labeling, subscriber-list management and distribution, and developments in inserting machines.

Press Options will be from 9 a.m. Oct. 30 to noon Oct. 31. The distribution systems will be from 1:30 p.m. Oct. 31 to 5 p.m. Nov. 1. Registration fee is $250 for one symposium or $400 for both. For further information, contact ANPA's John Ford at The Newspaper Center. □

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Consumption for 1983 up 3.8%

United States daily newspapers consumed 7,897,601 metric tons of newsprint last year, an increase of 3.8 percent from 1982. This figure supersedes a preliminary one that had indicated an increase of 3.6 percent [presstime, March 1984, p. 44]. The tonnage figure was the second highest ever for U.S. dailies.

The annual consumption survey by ANPA [presstime, June 1983, p. 39] also shows that Georgia had the largest percentage increase in newsprint consumption between 1982 (125,146 tons) and 1983 (149,651 tons), 19.6 percent. Next highest were Alaska (13 percent), New Hampshire (10.5), Arizona and Massachusetts (10.2 each) and New Jersey (10).

Texas had the biggest increase in actual tonnage consumed—58,693 tons (707,128 vs. 648,435). California remained the nation's top consumer, using 1,035,861 tons.

Net increases were recorded in 40 states. (Consumption for Delaware and the District of Columbia were combined for this study.) Alabama had the largest percentage decrease, 5.5, and decrease in tonnage, 3,818.

In ANPA's annual regional breakdown, the South showed the largest percentage increase between 1982 (2,378,912 tons) and 1983 (2,510,183), 5.5 percent, followed by the Northeast at 4.2 percent, the North Central states at 3.1 percent and the West at 1.7 percent.

The survey covered 1,728 dailies—all U.S. general-circulation daily newspapers (except USA Today, for which figures were unavailable), as well as some foreign-language, college and special-service dailies such as trade newspapers. Of 1983's estimated total newsprint consumption of 10,589,000 metric tons by all U.S. users—a record, these dailies accounted for 74.6 percent of the total. (All users include weekly newspapers, commercial printing firms, free-distribution publications, comic sections and the government.) Daily newspapers' percentage was down from 1982's 75.3 percent.

Statistics delayed

Newsprint statistics for June were not available by press time. They will be published in the September issue.

State-by-state newsprint consumption by U.S. daily newspapers*

	1983	1982	% change		1983	1982	% change
Alabama	65,388	69,206	-5.5	Montana	13,551	13,278	2.1
Alaska	20,585	18,209	13.0	Nebraska	42,839	40,769	5.1
Arizona	121,829	110,534	10.2	Nevada	36,288	35,090	3.4
Arkansas	40,481	38,882	4.1	New Hampshire	15,563	14,080	10.5
California	1,035,861	1,033,013	0.3	New Jersey	281,568	256,082	10.0
Colorado	180,548	173,629	4.0	New Mexico	25,896	25,007	3.6
Connecticut	97,160	91,461	6.2	New York	833,645	827,186	0.8
Delaware and District of Columbia	225,408	215,032	4.8	North Carolina	127,901	119,781	6.8
Florida	485,212	462,886	4.8	North Dakota	13,319	12,520	6.4
Georgia	149,651	125,146	19.6	Ohio	319,825	322,209	-0.7
Hawaii	28,143	28,282	-0.5	Oklahoma	83,466	83,479	-0.01
Idaho	14,662	15,421	-4.9	Oregon	85,332	80,395	6.1
Illinois	396,980	381,108	4.2	Pennsylvania	407,703	395,380	3.1
Indiana	131,329	128,301	2.4	Rhode Island	33,158	31,726	4.5
Iowa	68,516	65,558	4.5	South Carolina	60,236	57,389	5.0
Kansas	38,328	37,665	1.8	South Dakota	9,568	9,022	6.1
Kentucky	67,399	66,047	2.0	Tennessee	107,574	107,816	-0.2
Louisiana	117,676	118,004	-0.3	Texas	707,128	648,435	9.1
Maine	20,009	18,224	9.8	Utah	35,641	34,351	3.8
Maryland	98,628	97,122	1.6	Vermont	6,978	6,958	0.3
Massachusetts	253,990	230,544	10.2	Virginia	112,326	108,667	3.4
Michigan	282,707	266,180	6.2	Washington	131,269	132,684	-1.1
Minnesota	109,327	106,553	2.6	West Virginia	29,327	29,630	-1.0
Mississippi	32,382	31,390	3.2	Wisconsin	123,129	123,931	-0.6
Missouri	165,614	156,551	5.8	Wyoming	6,558	6,645	-1.3
				Total	7,897,601	7,607,458	3.8

Regional newsprint consumption by U.S. daily newspapers*

	1983		1982		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	305	1,949,774	314	1,871,641	4.2
North Central	541	1,701,481	553	1,650,367	3.1
South	581	2,510,183	580	2,378,912	5.5
West	301	1,736,163	302	1,706,538	1.7
Total	1,728	7,897,601	1,749	7,607,458	3.8
Total consumption by all U.S. users		10,589,000		10,108,000(r)	4.8

*Metric tons
(r) = revised

Newsprint testing criteria ready

A joint agreement has been reached by ANPA, the American Paper Institute and the Canadian Pulp and Paper Association on a series of Recommended Newsprint Test Procedures to determine various newsprint qualities. A technical group from the three organizations was formed to develop the criteria.

The test procedures cover the sampling method and the newsprint thickness (caliper), gummage, moisture, smoothness, opacity, brightness and luminous reflectance factor. These recommended procedures will probably be used only when questions arise that require laboratory measurement by both parties to solve a problem that has arisen or a claim that is to be settled, ANPA officials say.

Copies of the procedures are available from ANPA at $25 per copy. □

Canadian capacity seen stable

Canadian newsprint production capacity is expected to remain virtually unchanged over the next three years, according to a report issued by the Canadian Pulp and Paper Association.

Additional capacity arising from mill improvements and a new machine will be offset by machine retirements and conversions to other kinds of paper, the association said.

The predicted 1984-86 period of no growth follows a three-year period when newsprint capacity rose 840,000 metric tons, or 9.2 percent.

The metric-ton projections are: 1984, 9,935,000; 1985, 10,000,000; and 1986, 9,970,000.

The 1983 capacity of 9,970,000 was 130,000 metric tons below the 10,100,000 predicted [presstime, June 1983, p. 41]. □

Unions ratify pacts; one strikes

Members of the Canadian Paperworkers Union and the Pulp & Paper Workers of Canada ratified new three-year contracts June 29 at four British Columbia newsprint mills. The new agreement provides for no wage increase in the first year, 4 percent in the second and 4.5 percent in the third.

Meanwhile, in Eastern Canada, members of the CPU ratified a three-year contract with Abitibi-Price Inc. The contract provides for a 2.5-percent wage increase in the first year, 4 percent in the second and 5 percent in the third.

The CPU (Local 601) also ratified a three-year contract at the St. John, New Brunswick, mill of Rothesay Paper Ltd. It provides for a wage freeze in the first two years and a 6-percent increase in the third year. The contract for this local had expired last Dec. 31.

Contract negotiations continue between other newsprint producers and the CPU.

In the United States, workers at one mill went out on strike July 17, but those at four other mills ratified new contracts.

The strike by members of the Association of Western Pulp and Paper Workers is at the Newberg, Ore., mill of Publishers Paper Co.

Members of the United Paperworkers International Union ratified the following:

- A three-year contract at the Augusta, Ga., mill of Augusta Newsprint Co. It provides wage increases of 6 percent in each of the first two years and 5 percent in the third year [presstime, May 1984, p. 68].
- A three-year contract at the Calhoun, Tenn., mill of Bowater Southern Corp. It provides wage increases of 5 percent in each of the first two years and 4 percent in the third.
- A two-year contract at the Manistique, Mich., mill of Manistique Papers Inc. provides for wage increase of 52 cents in the first year and 50 cents in the second.
- A three-year contract at the Millwood, Wash., mill of Inland Empire Paper Co. It provides for wage increases of 45 cents in the first year, 55 cents in the second and 60 cents in the third. □

Annual report available

Newly published "Newsprint Statistics 1983" is now available upon request to ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va.

The annual report [presstime, Sept. 1983, p. 40] contains data on U.S. daily newsprint consumption by state and region, newsprint supply and sources, publishers' stock, and North American newsprint mill capacity.

NEWSPRINT NOTES

- MacMillan Bloedel Ltd., Crown Forest Industries and British Columbia Forest Products Ltd. will follow other manufacturers and **raise newsprint price** [presstime, April 1984, p. 68]. On Oct. 1, MacMillan and Crown will increase their prices to Western U.S. customers from $500 to $535 a metric ton while continuing to offer a 5-percent discount to U.S. customers that purchase 100 percent of contracted annual tonnage. British Columbia Forest Products will raise its price to $508.25 Oct. 1 and eliminate the 5-percent discount.

  The price in Western Canada will rise by $45 to $585 (Canadian) per ton on the same date for all three companies.

- Companies controlled by publisher Rupert Murdoch and Bass Brothers Enterprises Inc., a Texas investment concern, separately **acquired stakes in St. Regis Corp.** Murdoch purchased a 5.6-percent interest and Bass Brothers acquired 6 percent. Earlier this year, Georgia-Pacific Corp. purchased 8.5 percent [presstime, June 1984, p. 50]. A federal judge in July denied a St. Regis request for a temporary order to block Murdoch from increasing his stake.

  Murdoch subsequently offered to pay $757 million in cash for enough stock to give him 50.1-percent control of the company.

- Jefferson Smurfit Group Ltd., a Dublin, Ireland-based company, **obtained 9.3 percent of Southwest Forest Industries.**

  The company said it would limit its stake to 20 percent until Dec. 13.

- MacMillan Bloedel is **rebuilding a newsprint machine** at its Powell River, British Columbia, mill at a cost of $6.3 million (Canadian). The project, which will add 40,000 metric tons a year to the mill's capacity, is scheduled for completion late next year.

Court throws out unregulated, joint boxcar rates

A federal appeals court has vacated that part of the Interstate Commerce Commission's decision to exempt boxcar freight rates from regulation only as it applies to joint rates—those implemented by two or more railroads—and remanded the proceeding to the regulatory agency.

The ICC decision regarding the deregulation of all boxcar traffic became effective Jan. 1 [presstime, March 1984, p. 10].

In its decision, the U.S. Court of Appeals for the District of Columbia concluded that by exempting joint rates from regulation, the ICC failed to consider adequately the potential for large railroads with market power over a through route to appropriate profits that deservedly belong to co-participating small railroads. The decision essentially creates two classes of boxcar traffic—one regulated, the other deregulated.

ANPA was an intervenor in support of the American Paper Institute, which opposed the ICC action.

The court's decision is scheduled to take effect Aug. 13. □

Santa Fe wants to merge its two railroads

Santa Fe Southern Pacific Corp. filed an application with the Interstate Commerce Commission to **merge its two railroads,** the Atchison Topeka and Santa Fe Railway Co. and the Southern Pacific Transportation Co. The ICC has 31 months to rule on the proposal.

The merged railroad—the Southern Pacific & Santa Fe Railway Co.—would rank as the nation's third-largest rail system, covering some 25,000 miles between Chicago and the West Coast [presstime, Feb. 1984, p. 49]. □

Contract vote taken

The International Longshoremen's and Warehousemen's Union and the Pacific Maritime Association reached a tentative agreement in July on a new three-year contract. A ratification vote was under way at press time. The ILWU reportedly will receive wage increases of 7 percent in each of the three years [presstime, June 1984, p. 50]. □

Canadian publishers object to government aid to weekly

Did the Canadian government act improperly or unfairly in granting public funds to establish a free weekly newspaper in a community already served by an existing, paid-circulation newspaper? An independent consultant has been hired by a government agency to look into the matter.

Grant O. Wright, publisher of the Thompson (Manitoba) Citizen, and four other publishers in the northern part of the province have protested the government's grant of $90,000 to start a Thompson-based free weekly called The Northern Times.

The grant was issued to a local sponsoring group called the Northern Manitoba Newspaper Committee for the purpose of creating jobs, according to Brian R. Hill, regional director of the federal Employment and Immigration Commission in Winnipeg.

In the wake of the protests about the grant, Hill commented that the Thompson project contained "an element of surprise" because it is the "firm policy Canadawide that these ventures do not compete with existing businesses." The commission is "dealing with the publishers' concerns," he said, noting the investigation by the outside consultant.

The grant-launched weekly began publishing May 9 and has a circulation of around 8,500, according to Editor John Boivin. He said it advertises "the normal goods and services."

The privately owned Citizen, which publishes on a Monday-Wednesday-Friday schedule, has a circulation that ranges seasonally between 3,000 and 4,000. It sells for 25 cents (35 cents on Friday when a TV guide is included).

Thompson, in a remote northern area, has a population of about 14,000. Formerly a nickel-mining center, it once had a population of about 20,000.

The Citizen's Wright said he is "terribly afraid" the grant will start a precedent. "It's bad news for everybody," he said.

Boivin, however, said there is "easily room enough for both of us to survive" because "we're a regional paper, not a Thompson paper."

"We're serving a market of 60,000 people" in a vast surrounding area, Boivin said. The paper is delivered through the mail to 14 communities. "We hope to get to 30 communities eventually," he said. "We write about the people in remote areas. It's been very well-received. We're just trying to do a good job up here."

The 12-to-16-page tabloid is printed by a commercial printer near Winnipeg. It has a full-time staff of five, which includes three writers, and seven part-time stringers "from all over," Boivin reported.

The Citizen has 13 full-time employees, including Wright and his wife, Joan.

Wright said his competitor is trying to serve "small and scattered" communities that are about 90-percent native "largely on welfare," and it can only survive with government support. "I bitterly resent my tax dollars being used to cut my throat," he said.

Boivin noted that Wright "himself received a government grant some years ago." The Wrights said, however, that they used the grant, which was "about $6,000," along with some of their own money to purchase machinery five years ago for a job-printing operation.

The Wrights started their paper in 1961 as a weekly. It became a daily in 1965 and reverted to weekly in 1981.

Publisher Wright and his wife, Joan, stand in front of Citizen building.

Reaction to the grant incident from the Canadian publishing industry has included:

- Jim Dills, executive director of the Canadian Community Newspapers Association, said, "We're very unhappy to see the government intruding into the newspaper field."
- "I think it's a phony assistance program," said J. Patrick O'Callaghan, publisher of The Calgary (Alberta) Herald and immediate past chairman of the Canadian Daily Newspaper Publishers Association. "I don't believe any newspaper should take a penny of government money," he said while vacationing in, strangely enough, Thompson, the seat of the controversy.
- John E. Foy, president of the Canadian Daily Newspaper Publishers Association, said in late July his organization had not taken any position in the matter.

There have been previous instances where a provincial government has subsidized papers read mostly by native groups, such as Indians.

In addition, there has been at least one instance where a federal grant was awarded to a newspaper-related company—but the money did not go to operation of the newspaper itself. In that case, the Ministry of Communications in 1981 awarded a $1.1-million government grant to The London (Ontario) Free Press Printing Co. under the Industry Investment Stimulation Program for purchase of equipment related to the commercial development of Telidon videotex technology. (See story, p. 10.)

The United States has no programs providing direct government financial grants to newspapers.

Even U.S. Small Business Administration loans to newspapers are barred by law under the SBA's so-called "opinion molder" provision. As a matter of standing policy, ANPA "generally does not encourage government loans to newspapers except under widespread, disaster-relief conditions," according to Vice President/General Counsel W. Terry Maguire.

To finance plant construction, some U.S. newspapers have relied on favorable-interest loans secured by state and municipal industrial development bonds [presstime, June 1983, p. 8]. —*Clark Newsom*

Libel insurance premiums raised due to costs

Mutual Insurance Co. Ltd., saying the cost of libel litigation since 1975 "can be best described as an uncontrolled fire storm," raised rates and made other changes in its libel insurance policy effective Aug. 1.

"The percentage of libel suits as a ratio to the percentage of those covered is decreasing, but the cost of defending libel suits has increased greatly in the last 10 years," said attorney Arthur B. Hanson, a director of the Bermuda-based Mutual company founded in 1961 at the request of ANPA members.

Mutual President Ernest W. Vesey said in a recent letter to all libel policyholders that the firm in the past 13 years has received gross libel insurance premiums of $8.6 million. But it has incurred "losses and loss adjustment expenses in excess of $26 million with over 1,700 cases still open." Besides libel insurance, Mutual offers First Amendment and strike insurance to ANPA members. It also handles insurance for companies and institutions other than newspapers.

"Corrective action to reduce the imbalance between premiums received and claims paid is essential," Vesey said.

Part of that action is in the form of "significant increases" in premiums. Company officials would not disclose the amounts of increase.

Also, the policy has been changed so that participants must now pay 20 percent of the libel defense costs in excess of the deductible. Before the change, insured newspapers were covered for the full amount of defense costs above the deductible.

Vesey said Mutual's policy "gives insureds substantial control over the disposition of claims or suits." However, he said, "this privilege should carry with it greater responsibility for closely monitoring defense costs and payment thereof."

The company president assured policyholders that despite the changes that are needed, "we will continue to offer ANPA members broad-form libel insurance on an 'occurrence' basis, with unqualified coverage for punitive or exemplary damages on the most economical terms possible."

Hanson, who also is ANPA counsel emeritus, said there are 2,074 subscribers to the Mutual libel policy; 728 are dailies, 748 are weeklies (insured by the Mutual Subsidiary Potomac Insurance Co. Ltd.) and the rest are other media entities. □

UPI works on other deals besides sale of foreign photo operation

United Press International is working out details on several business transactions that its executives say will go a long way toward eliminating uncertainty over UPI's finances.

One of the completed deals is the recent UPI and Reuters agreement under which Reuters will purchase UPI's foreign photo operation for $3.3 million. The UPI photo bureaus will be integrated into Reuters' plans to establish a new, state-of-the-art newsphoto system next year.

Under the 10-year contract, UPI photo subscribers in the United States will continue to receive domestic pictures from UPI and will get pictures from foreign nations supplied to UPI by Reuters. Subscribers outside the United States also will receive UPI and Reuters photos.

Reuters will pay UPI an additional $2.46 million over the first five years of the contract for this exchange agreement.

UPI and Reuters, which once considered buying UPI [presstime, Aug. 1983, p. 38], will continue to run separate newswire services inside and outside the United States. UPI officials said details about other revenue-producing projects will be announced in the months to come [presstime, May 1984, p. 35]. □

Monitor printing at 5th U.S. plant

The Christian Science Monitor will begin printing at a fifth U.S. location in September in Orlando, Fla. The domestic edition is currently printed at plants in California, Illinois, Massachusetts and New Jersey. The weekly international edition is printed in London.

The newspaper is "looking seriously" at other sites. □

Gannett Co.'s new corporate headquarters building rises in Rosslyn, Va., just across the Potomac River from Washington, D.C. Gannett has announced it will move its corporate headquarters by mid-1986 from Rochester, N.Y., to offices in this building and a twin tower at right which now houses Gannett's USA Today.

Fired Whelan says Moon aides now control Washington Times

James R. Whelan, editor and publisher of The Washington Times since its inception in 1982, was abruptly fired July 13, touching off a series of press conferences and interviews laced by charges from Whelan that the newspaper is now being run by top officials of the Rev. Sun Myung Moon's Unification Church and sharp denials from Whelan's successor.

New Editor-in-Chief Smith Hempstone, who had been executive editor, said he is in complete charge of news and editorial operations and has a written guarantee of editorial independence from the owners of the conservative daily.

General Manager Paul M. Rothenburg oversees business operations. The publisher's position remained unfilled a week after the upheaval.

The Times is owned by the New York City-based News World Communications, which was founded by the Rev. Moon. When Whelan was hired, he said the newspaper would be completely independent of the Unification Church [presstime, April 1982, p. 53].

Whelan said he was fired by retired South Korean Col. Bo Hi Pak, president of News World Communications and a member of the Unification Church, on the advice of unnamed "elders of the movement."

The Times said Whelan was replaced at the request of four senior editors, including Hempstone, and two principal business executives—none of whom belong to the church.

In a presstime interview, Whelan labeled "totally false" statements by Times officials that he was fired because of extravagant employment contract demands. He said he "did not try to negotiate or renegotiate" a contract.

Two days before he was fired, Whelan said, he told a meeting attended by Pak and 16 other senior management people that he renounced "any contractual claims for myself." He said he wanted only "a strong commitment to editorial freedom."

The flap came to public light at a July 17 press conference where Whelan charged he had been ousted for refusing to allow the church to usurp the newspaper's autonomy.

At a press conference called by the Times later that same day, Hempstone rebutted Whelan's charge, calling it "utter nonsense." The Times is not a "Moonie newspaper," he declared. □

Texan warns of more attempts to tax papers

A lobbying blitz by the Texas media, advertising agencies and retailers short-circuited a move by the Texas Legislature to tax advertising sales. But then the lawmakers repealed a seven-year-old sales-tax exemption for newspaper and magazine subscriptions and newspaper single-copy sales.

The plan to tax circulation was added to a major tax bill in July after the Senate rejected a House-passed advertising tax provision in the bill. The Legislature was meeting in special session devoted largely to fiscal matters.

According to Texas Daily Newspaper Association Senior Vice President John H. Murphy, a leader of the lobbying effort, the decision to delete the ad tax but repeal the circulation exemption was made at an unofficial conference meeting of the leaders of both houses.

"The House leadership insisted on some kind of tax being put on newspapers," said Murphy. "It's no use kidding about it, it was totally a punitive kind of thing. They were determined one way or another to, in effect, punish newspapers."

He noted that the chairman of the House Ways and Means Committee, where the ad tax proposal originated, was openly irked with press criticism of the Legislature for not having passed a tax bill during the regular session and expressed the desire that the press be given the "opportunity to pay" for the spending programs it supported.

There was no chance to rally opposition to the circulation tax proposal, Murphy said, because it was made in the last 12 hours of the month-long special session.

Murphy warned that attempts to tax advertising are going to increase as "our economy becomes more and more service-oriented." [See **chairman's corner**, p. 4.]

The Texas sales tax will increase to 4.125 percent on Oct. 2, the day on which it will begin to be applied to newspaper sales. Local governments may add 1 percent more. An additional 1 percent mass transit tax is applied in some locations.

Ten states impose state sales or gross receipts taxes on some aspect of newspaper sales, according to information supplied to the ANPA Legal Department by state newspaper associations [presstime, Sept. 1983, p. 14]. □

Small city's 2nd paper folds after publishing 11½ months

After nearly a year of being the second-smallest two-newspaper city in the United States, Huntsville, Texas, is back to its previous status.

The Huntsville Morning News, launched Aug. 1, 1983, ceased publication July 15, leaving The Huntsville Item as the sole daily in the community whose 1980 population was 23,936.

James W. Chase, an executive of the Morning News throughout its brief life, said the paper reached a paid circulation of about 3,000. He said it was closed as a result of "sound business decisions." The investors, local businessmen, were "looking down the road," he said.

But Chase described as "not accurate" published reports that investors had poured nearly $4 million into the News. News publisher Gary W. Randazzo had reported when the newspaper began publishing that start-up expenses were $2 million [presstime, Sept. 1983, p. 48].

Chase also denied reports that the News was a so-called "good news" paper. "We covered everything that needed to be covered but didn't go on witch hunts," he said.

Fritz W. Wirt, publisher of the rival Item, said the "good news" feature was "overstated." He put it this way: the News "tried to project a positive image."

Fixed assets of the News were purchased by Harte-Hanks Communications Inc., owner of the Item. Circulation of the Item is about 6,300 daily and 7,300 Sunday, Wirt said.

The smallest U.S. city with competing dailies is Cookeville, Tenn., population 20,350 [presstime, May 1981, p. 51]. □

Changes in Command

The **International Circulation Manager's Association**, at its annual sales conference June 27-30 in Toronto, elected the following new officers:

- *President*—Jack Butcher, The Tampa Tribune
- *Executive Vice President*—Russell A. Barcroft, Santa Barbara (Calif.) News-Press
- *First Vice President*—Richard J. Lakus, Worcester (Mass.) Telegram and The Evening Gazette
- *Second Vice President*—David Thomas, The Courier-Journal and The Louisville Times.

The **National Press Photographers Association,** at its annual convention June 28-July 1 in Fort Lauderdale, Fla., elected the following new officers:

- *President*—C. Thomas Hardin, The Courier-Journal and The Louisville Times
- *Vice President*—William Sanders, Fort Lauderdale News and Sun-Sentinel
- *Secretary*—Mary Lou Foy, The Miami Herald

The **National Conference of Editorial Writers**, at its annual meeting June 19-22 in Washington, D.C., elected the following new officers:

- *President*—Van A. Cavett, The Courier-Journal and The Louisville Times
- *Vice President*—Karli Jo Hunt, The Home News, New Brunswick, N.J.
- *Treasurer*—Brian W. Dickinson, The Providence Journal and Evening Bulletin
- *Secretary*—Joe Hinton Stroud, Detroit Free Press

The **Newspaper Purchasing Management Association,** at its annual conference May 6-9 in West Palm Beach, Fla., elected the following new officers:

- *President*—David Stern, Omaha World-Herald
- *First Vice President*—William H. Oat, The Hartford Courant
- *Second Vice President*—Robert M. Comer, Dayton (Ohio) Newspapers Inc.
- *Secretary*—Stephan S. Grant Jr., News and Sun-Sentinel, Fort Lauderdale, Fla.
- *Treasurer*—Raymond F. Burnett, USA Today, Rosslyn, Va.

The **Suburban Newspapers of America,** at its annual convention June 20-22 in San Diego, elected the following new officers:

- *President*—Joseph L. Ferstl, Lemer Newspapers Inc., Chicago
- *First Vice President*—Richard Aginian, Suburban Communications Corp., Livonia, Mich.
- *Second Vice President*—William R. Canino, Sentinel Publications, East Brunswick, N.J.
- *Treasurer*—Stephen F. Rose, Sun Publications, Overland Park, Kan.
- *Secretary*—J. Leland Gourley, Nichols Hills Publishing Co., Oklahoma City, Okla. □

'Creative Brain' rated most valuable Convention program

The clinic on "The Creative Brain—How Known Brain Functions Can Be Applied to Unlock Creativity, Approach Business Problems and Achieve New Understanding" was rated the most valuable program segment at ANPA's 1984 Convention.

The clinic, by personal development consultant Ned Herrmann, edged out the Associated Press Annual Luncheon, which featured a speech by Chrysler Corp. Board Chairman Lee A. Iacocca, according to 184 responses to an ANPA Convention questionnaire.

Other highly rated segments were the General Session on "How Politicians Use the Press," the General Session presentation "We Can Make It Happen" by the Newspaper Advertising Bureau, and the clinic on "Employee Communications—A Two-Way Street."

The segment judged least valuable was the NAB annual business meeting. Others receiving low ratings were the ANPA dinner dance, the ANPA business meeting, and the clinics on "Stress and Newspapering" and "Publishers, Personal Computers and Telcos—Partners for the Future."

The Convention in Montreal was the first to be held in a convention center rather than a hotel. Many Convention-goers evidently were pleased with the arrangement because 77 respondents said they would favor using such facilities at future conventions. Fifty-six indicated a preference for a hotel setting. □

Neergaard heads environmental staff

Richard W. Neergaard has been named manager, environmental services of ANPA. He had been assistant environmental coordinator.

In his new duties, Neergaard will supervise the Association's environmental staff which monitors noise, air, industrial hygiene and safety programs in the newspaper business. It also keeps member newspapers abreast of governmental environmental regulations.

Neergaard joined ANPA in May 1979. He has a bachelor's degree in environmental health from Old Dominion University, Norfolk, Va., and a master's in industrial hygiene from Central Missouri State, Warrensburg. □

ANPA Calendar

AUGUST

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
University of Florida, Gainesville, Aug. 4

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

Executive Subcommittee of the ANPA/NAB-ABC Liaison Committee meeting
Keystone Lodge, Keystone, Colo., Aug. 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 28

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

ANPA/American Bar Association Task Force meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 20

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 20-21

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Montebello, Montebello, Quebec, Sept. 20-21

ANPA Industry Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 24-25

ANPA Convention Arrangements Committee meeting
The Fontainebleau, Miami Beach, Sept. 28

OCTOBER

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 1-5

ANPA Telecommunications Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

ANPA Foundation Newspapers in Education Instructor Training Seminar
Airlie House Conference Center, Airlie, Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium
O'Hare Marriott, Chicago, Oct. 11-12

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Oct. 29-Nov. 2

ANPA Pressroom Options II Symposium
O'Hare Ramada Inn, Chicago, Oct. 30-31

ANPA Newspaper Packaging and Distribution Symposium
O'Hare Ramada Inn, Chicago, Oct. 31-Nov. 1

ANPA Newsprint and Transportation Committee meeting
The Newspaper Center, Reston, Va., Oct. 31

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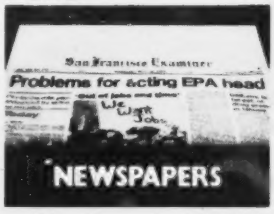

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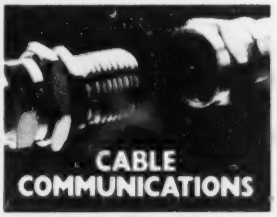

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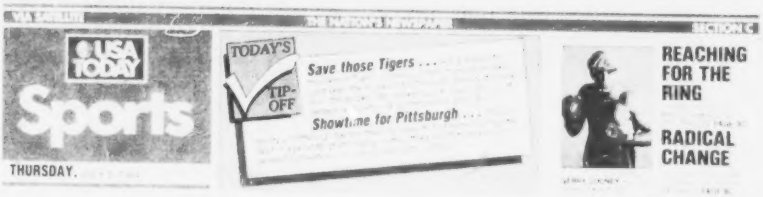

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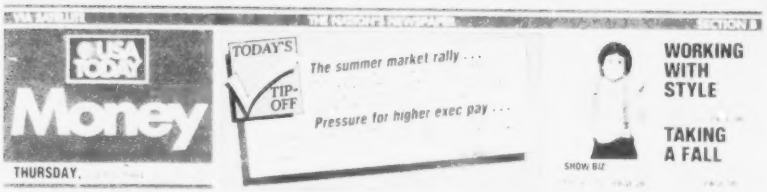

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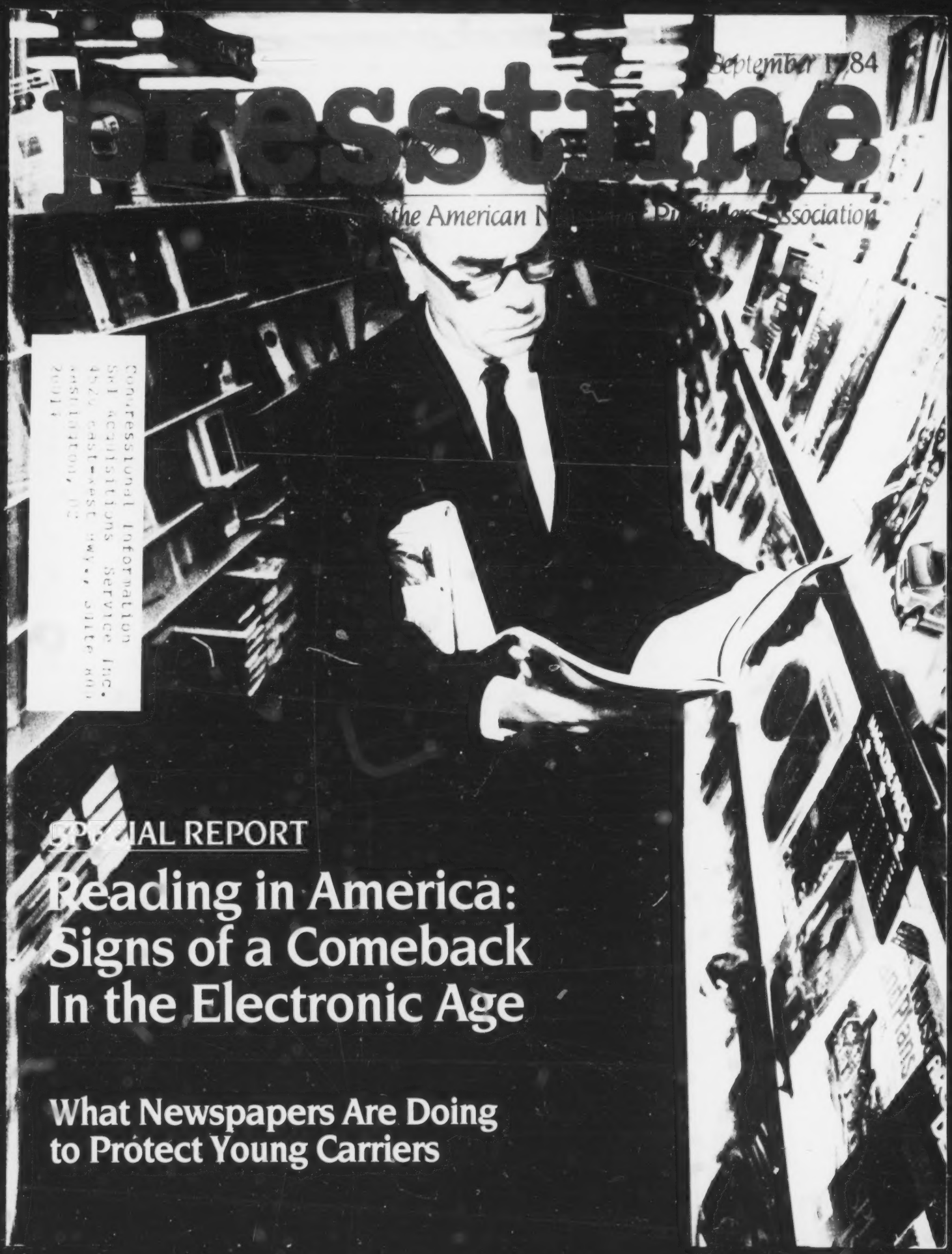

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SPECIAL REPORT

Reading in America: Signs of a Comeback In the Electronic Age

What Newspapers Are Doing to Protect Young Carriers

The conventions. The campaigns. The coverage.

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Special Report *There can be no more important question for U.S. newspapers than "What is happening to reading in America?" Most signs point to a conclusion that Americans who read are reading more than ever. The evidence comes from pollsters, public libraries and publishers. To keep up with readers' changing tastes, publishers are always adapting their products. Computer magazines, romance novels and "instant books" are examples of some of the innovations. Yet, there is reason for concern in the form of a vast non-reading public. Realizing that they cannot take their reading audience for granted, newspapers are encouraging the reading habit in a variety of ways.* **18**

Stressing carrier safety *Recent tragedies involving young newspaper carriers have caused papers to increase their efforts to safeguard carrier boys and girls.* **6**

Press design by computer *With a dexterity that no draftsman could equal, computers are assisting in designing presses and other newspaper equipment and facilities.* **8**

Food pages: A feast for readers *New ingredients are being added to newspapers' basic recipe for food coverage. But some practices raise unsavory ethical questions.* **10**

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CHAIRMAN'S CORNER

Helen K. Copley, chairman and president of ANPA Foundation, shares some important observations with us in this month's Chairman's Corner.

—Richard J. V. Johnson
Chairman and President, ANPA

We must make a commitment to the renaissance in education

For many years, ANPA Foundation has encouraged, cajoled, even made dire predictions to newspaper publishers about losing future readers, as we sought to expand the scope and quality of the Newspaper in Education program. In the last few months, we have received national recognition for this perserverance. At the same time, we have observed a new movement in education that welcomes the involvement of newspapers in additional ways.

On June 28, the Foundation and NIE received one of 20 new "Partner in Education" flags awarded by the President's Advisory Council on Private Sector Initiatives to exemplary programs combining the efforts of schools and businesses in support of better education.

Helen K. Copley

The awards ceremony capped a national symposium on "Programs That Work"—a parade of programs that allow businesses to help in the effort to improve U.S. education.

There's a national program called "Adopt-a-School," which has seen local businesses commit themselves to contributing some unique talent and support (seldom just cash) to a school in their communities. The total of "adopted" schools is 35,000 and growing.

There are companies providing management training on a city, state or regional basis for educational administrators.

There are businesses and professional groups planning extensive programs to give young people hands-on occupational experiences to guide them in the choice of careers.

The companies involved are those you might expect, and some you wouldn't. IBM and Xerox have programs; so does the National Paint and Coating Association. Atlantic Richfield Corp. has a program; so does Riblet Products Corp. in Indiana.

A number of newspapers are also active. (See stories, p. 20 and 24.) Some have adopted schools, others are working in prison educational systems or drug-abatement programs or in after-school programs for "latchkey" youngsters. The spelling bees, writing contests and science fairs we have been sponsoring for decades fit within this new partnership concept. And, given our unique product, new efforts to mount community programs increasing literacy among children and adults are especially appropriate. The Foundation is holding two conferences this year on literacy; we hope to offer fresh ideas on possible projects in this field to all newspapers in 1985.

Many have bemoaned, rightly enough, the drop in educational achievement over the years. Now is the time for us to acknowledge the signs of improvement and for newspapers to contribute renewed effort to the educational renaissance in the United States.

Helen K. Copley
Chairman and President, ANPA Foundation

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Newspapers seek new ways to increase carriers' safety

BY C. DAVID RAMBO
presstime staff writer

Newspapers for many years have taken steps to help safeguard their youth carriers against the countless ways they can come to harm while on their routes.

But in many cities, especially those touched by the recent series of murders and disappearances, newspapers' efforts are being expanded far beyond the routine issuance of a few safety leaflets.

Crimes against young boys and girls can occur in virtually any neighborhood of any city in the nation, police records show. But young carriers who follow regular, predictable routes and schedules—often before daylight, and who ring doorbells of virtual strangers to make collections—present particular safety concerns to parents, police and newspaper executives.

Whistles are distributed at Fremont Tribune's carrier-safety clinic.

More attention is being given to small protective measures such as regular reminders not to carry large sums of cash while making collections. Other, more elaborate steps include establishing a network of citizens who agree to offer their homes as safe harbor to carriers who encounter trouble.

Individual programs. "We feel we're addressing a responsibility that all newspapers have," says Steven L. Hively, advertising director and promotion manager of the Fremont (Neb.) Tribune.

In September 1983, the Tribune held its first annual carrier-safety clinic, "Operation Whistle-Stop." More than 400 Tribune carriers and their parents turned out.

The program was initiated partly in response to community grief and dismay after the murder in nearby Bellevue, Neb., of 13-year-old Danny Joe Eberle, slain while delivering the Omaha World-Herald.

A 21-year-old airman stationed at Offutt Air Force Base has pleaded guilty to that crime, as well as the murder of another child. Sentencing is scheduled for early September [presstime, June 1984, p. 64].

After the incident, the Fremont newspaper joined forces with the local Knights of Columbus to conduct the security program for carriers. It featured presentations by the Nebraska State Patrol and the Fremont Police Department. Each carrier also was presented with a police-type whistle; in case of emergency, a carrier is instructed to blow the whistle to summon assistance and, perhaps, frighten away an assailant.

The most recent case involving a carrier occurred Aug. 12 in Des Moines, where 13-year-old Eugene Wade Martin disappeared early in the morning on the way to pick up copies of the Des Moines Register for his Sunday route. It was the second disappearance of a Register carrier in less than two years. In September 1982, 12-year-old John Gosch vanished just before he, too, was about to make Sunday deliveries.

The FBI entered the Martin case and is calling the matter a kidnapping. Officials in late August were conducting a nationwide search for a man seen talking to the youth on the morning of the disappearance. The man was described as a "loner," between 30 and 40 years old, and about 5 feet, 9 inches tall.

In late August there was no word on the youth's whereabouts. The Register has offered a $25,000 reward for information leading to the discovery of either carrier.

Register Circulation Director John M. Miksich says the newspaper always has made a vigorous effort to promote carrier safety. Now it is planning to do more. "We're going to be looking hard to youth safety as more of a community-wide concern," he says.

Since the Martin disappearance, "we've been flooded with ideas about what we should do," Miksich says. Suggestions have ranged from patrols on youth carriers' routes to issuing Mace and noisemakers to carriers.

One thing the newspaper has done since the disappearance of Gosch is conduct a program known as Homes Offering a Protective Environment, or H.O.P.E. The program began with the newspaper's making special presentations to carriers, parents and community groups on carrier safety, explains Register spokeswoman Lynn S. Rasys. The newspaper then distributed applications to families interested in serving as H.O.P.E. households.

Rasys says the applications are forwarded to the police department for approval or disapproval. Most applications have been approved.

The H.O.P.E. program includes a special telephone line set up at the Register for carriers to call when confronted with problems or emergencies.

"We're not just talking about abuse. We're talking about any emergency. They could slip on the ice or report an emergency" such as a fire or accident, Rasys explains.

The Register's approximately 8,000 carriers, most of whom are young, are out mainly between 4 a.m. and 6 a.m., accord-

ing to Rasys.

Another newspaper company that experienced a carrier tragedy, Phoenix Newspapers Inc., compiled a list of safety tips in conjunction with local police and mailed copies to carriers' parents. (See list, below.)

This action last May followed the assault and murder of 13-year-old Christy Ann Fornoff during collections for her Phoenix Gazette route. The girl, while her mother waited outside, was in an apartment building when the incident occurred. A 29-year-old maintenance man in the apartment building has been charged with murdering and sexually assaulting the girl.

A similar list of protective suggestions was prepared in 1974 by the Register Star of Rockford, Ill., after the abduction and murder of a carrier.

Curbing cash collections. Another step taken by the Phoenix newspapers has been to step up promotion of the pay-by-mail system of subscription collections. Three of seven incidents of murder or disappearance of carriers since early 1981 occurred during collections.

More than 55 percent of circulation payments for the Gazette and The Arizona Republic are made by mail, and the figure is increasing, says Mary H. Weingart, manager of community and corporate services. "Safety is a reason" for promoting the system, she says, but it's also "a smoother way (of collecting) from a business point of view."

The popularity of office pay also is increasing. The Record of Hackensack, N.J., for example, offers first-bill discounts in some geographic areas to customers who shift to office pay, says Circulation Manager Richard J. Viola.

In "high-risk" areas, The Record has "totally eliminated youth carrier delivery" and replaced the young carriers with adults in combination with office pay.

Other measures. Another innovative safety project was undertaken by The Evening Press in Binghamton, N.Y. It recently sponsored a two-part safety-related series on Telepress Today, a video program on the community's cable television system.

Anthony J. Valenta, circulation promotion manager, says the programs were prompted partly by the killing last March of 12-year-old Evening Press carrier Cheri Lindsey. A 36-year-old former adult carrier who had trained the victim for her route, and who was a customer on the route, has been charged with murder in the case.

However, "it's not just us. It's the whole community" that is involved, Valenta says. The Binghamton community has been shaken in recent years by two other reported incidents involving child molestation and murder.

Many circulation executives say the best measures a newspaper can take are ones that are long-established as effective in carrier safety. Among them:

- Monthly training seminars for youth carriers
- In-home parent interviews when signing on a youth carrier
- Use of reflective materials on carrier bags as an overall safety measure.

Despite these and other steps to protect their youth, most circulation executives acknowledge there is no sure way to prevent tragedy.

Child molestation occurs in all neighborhoods, crime records show. Victims number in the thousands each year and carriers account for a tiny fraction of the total. "If you've got a deranged person, there's nothing you can do to stop them from doing something," says John J. Conaty, home delivery manager of The Providence Journal. □

Phoenix papers offer carrier safety tips

The Arizona Republic and The Phoenix Gazette have issued these carrier "safety tips to live by around the clock":

1. Keep your parents informed of what time you leave home and the time you plan to return home. Call your parents if you are going to be delayed for some reason.
2. Use well-lighted streets when possible. Avoid short cuts through alleys and vacant lots. Be aware of your surroundings and who might be nearby at all times.
3. If you must use a dark street, walk on the outer edge of the sidewalk. Keep away from buildings, bushes and fences.
4. It's a good idea to carry a whistle and a flashlight.
5. If anyone approaches for directions, refer the person to the nearest gas station. Keep your distance. Never walk up to a car to talk to the motorist.
6. If you see a suspicious person, contact police by phoning the telephone operator.
7. Use caution with anyone who approaches you, regardless of their appearance, age or sex.
8. Only your parents, your teachers or police have the authority to tell you what to do. Remember, you don't have to obey the command of a stranger.
9. If you return home and find a window or door forced open, don't go inside. Call police from a neighbor's telephone and stay there until police arrive.
10. If you see someone else in trouble, phone police.
11. It is not wise to accept rides from strangers. This also applies to acquaintances, unless your parents know you are with this person.

If you are confronted:

1. Scream, yell, blow a whistle and run. Your voice and your feet are the best defense you have.
2. Run to a lighted house or to any spot you see people.
3. If you must fight to get away, fight hard and keep yelling.
4. When you do get away, get to a safe place and phone police by dialing 0 for operator. (Some areas, of course, have the 911 emergency number.) While waiting for police, write down everything you can remember. Tell police as much about the attacker as you can. Your memory could prevent another attack.

As you collect:

1. Set up a regular collection schedule. Let your customers know when you will be collecting and be there on time.
2. Phone hard-to-catch customers and ask when they will be home for collection and then be there on time.
3. Collect half of your route on one day and the remaining half on the next. Save two more days as "catch-up" days.
4. When you have collected $25 or $30, return home and put most of the money in a safe place. Never carry a large amount of money on your route.
5. When collecting, collect and don't play around. The faster you get the collecting done the more free time you have.
6. Don't collect at a late hour.
7. Don't jingle coins or count bills as you walk. Wait until you get home.

CAD/CAM

Illuminated blueprints are dancing on computer terminals, but the end products for newspapers are far from being just aesthetic

BY PAUL KRUGLINSKI
presstime technical writer

Computer-graphics terminals are being used to design more than new cars these days. Newspaper presses, mailroom equipment and plant layouts are among the things being routinely designed on video screens.

With the latest in computer-graphics technology, designers and engineers routinely form colorful lines, circles, squiggles and arabesques. Using the computer's power and sophisticated software, they alter, manipulate and flip-flop geometric patterns and designs, changing the electronic configurations almost as easily as a child changes television channels.

There is a name for the process, and, of course, it comes in "computerese": CAD/CAM, which stands for "computer aided design/computer aided manufacture" and which people in the computer world pronounce "KAD-dom."

CAD/CAM makes it possible for someone to see and test design concepts even as they are conceived.

Moreover, with the assistance of advancing software that allows complicated designs to be rotated, altered and enhanced on the screen, designers are becoming better able to customize their products quickly by merely moving an electronic "mouse" or "puck"—a hand-manipulated, cursor-control device.

CAD—the first half of the process—involves using the power of computers not only to design a press, for instance, but also to do the basic engineering of the parts that make up the press.

CAM—the other half—involves using the computer to aid in manufacturing the individual parts called for in the computerized design.

CAD/CAM vendors are supplying systems as simple and inexpensive as a microcomputer that can just draw lines, or as complex and expensive as mainframe-based systems—some costing in excess of $11 million dollars—that enable operators to manipulate their designs or to enlarge a portion of the image.

In some cases, the technology is so automated that CAM ultimately drives robots that actually make the component parts called for in the design.

Many advantages. According to Keith Britnell, public relations representative for Intergraph Corp., which along with IBM and Computervision Corp. is at the vanguard of computer-generated graphics, CAD/CAM is a relatively new and rapidly expanding technical field.

"It started in the early 1970s," he says, but in the last four years the technology has been "growing exponentially."

For instance, Britnell points out that Intergraph's 1979 revenues were $29.5 million, a figure that grew to $252 million last year. This year, revenues are expected to reach $400 million.

For the CAD/CAM industry as a whole, Britnell says, the annual growth rate is averaging 35 to 40 percent.

Less sophisticated CAD/CAM systems, used on personal computers, produce what some people term "dumb graphics"—similar in appearance to the bar graphs and pie charts that mark the PC advertising now seen in magazines.

The more sophisticated and costly CAD/CAM systems—the ones used in equipment and plant design—are tied to large mainframe computers and employ what is termed "intelligent or interactive graphics."

The software for these complex systems allows operators to rotate machinery plans or building blueprints so that they can be viewed from every possible angle, including third dimensional representations.

For example, Britnell says Intergraph CAD/CAM systems are capable of creating designs 63 *miles* long, three dimensionally. Yet someone at the terminal could zoom in on a close-up portion of the design and alter a part that might be no larger than a match stick.

Britnell points out that another advantage of the system "is keeping track of design elements not seen on the screen."

An architect, for instance, might foresee budget problems in the course of designing a printing plant. The architect could then focus on a single door in the design, query the CAD system to determine its cost and other specifications, compare that data with specifications of less expensive doors, then instruct the system to replace all doors in the plant design with the new, less costly ones.

"The system keeps up the statistical data automatically," says Britnell. "In this case, a picture is really worth a thousand words."

CAD/CAM also can be used to analyze designs, Britnell notes. For example, an engineer may be planning a foundation to go under a press and want to test the design. By giving the computer system the specifications on the press weight, its vibration and other variables, the engineer can determine if the foundation will hold up. Or a particular press part could be evaluated under varying stress factors.

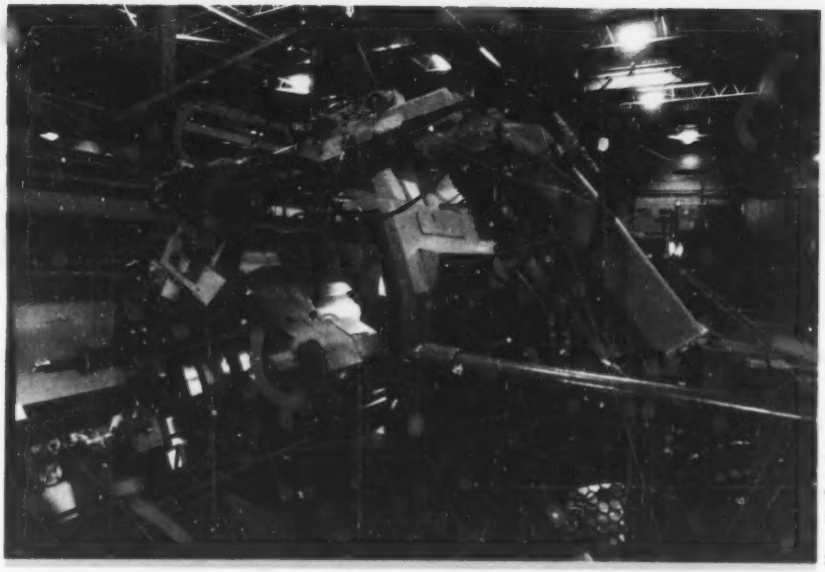
The advantage this aspect of CAD/CAM gives machinery manufacturers, Britnell says, is the ability to test a product without the cost, delays and frustrations of building a prototype.

Newspaper equipment. Among newspaper equipment vendors, the Harris Graphics Corp. and the Graphic Systems Division of Rockwell International Corp., or Goss, are currently the two main users of the technology. However, virtually all press manufacturers and nearly all mailroom equipment makers are either seriously looking at the technology or already actively implementing it.

For instance, Harris Graphics' NC 450 and Goss' Headliner offset presses are products of CAD/CAM design and manufacture.

The advantages resulting from use of CAD/CAM have been considerable at both firms.

"It has been reducing the time required from press conception to press production," says Frederic W. Baker, director of corporate relations for Harris Graphics, adding that its use also has reduced tooling costs.



Harris Graphics Corp.

A robotic lathe, driven by CAD/CAM, manufactures a piece of equipment.

According to John S. Richards, director of engineering at Harris Graphics' Commercial Press Division, CAD/CAM has improved engineering in the feasibility, design and manufacturing stages that every press goes through.

"It eliminates having engineers move pieces of paper around," he says. "CAD can do a tremendous amount of computation."

Richards and other press designers point out that before the advent of CAD/CAM, engineers were limited to only one press design. Then they had to strive to make that rigid design workable.

With CAD/CAM, Richards says, "You can do several variations of design. That really helps the customer" seeking alternatives in press cost or capability.

Because the systems can diagram to within thousandths of an inch, engineers can better design clearances and detect potential interference between parts. Also, engineers can create an "associative data base," or stockpile, of parts used in past designs.

"You have the ability to pick up elements that have been successfully used before on other presses," says Richards.

After the feasibility and design stages are completed, Harris Graphics engineers use the information contained in the computerized diagram to drive the tooling machines, including unattended robotic lathes that make the parts. All of Harris Graphics' divisions use CAD/CAM in their respective equipment designs, and each relays the designs via telephone lines to the Fort Worth manufacturing facility where the equipment is produced.

The exactitude of the design process reduces the margin for error, Richards says, and there are far fewer miscues and crossed lines of communications between engineers.

John Walton, Goss manager of CAD/CAM technology, finds the design process helpful when dealing with newspapers on press installations. He is able to generate hard-copy printouts of potential designs and mail them to his customers. If the client desires a change in the design, CAD/CAM expeditiously does the work.

In conjunction with Paper Converting Machine Co., or PCMC, Goss is using CAD/CAM for the flexographic conversion project at The Washington Post [presstime, July 1984, p. 41].

PCMC engineers in Green Bay, Wis., are using CAD/CAM for the design and manufacture of the anilox inking system for the Post's Goss Headliner Mark I, while Goss engineers in Chicago are working on retrofitting the rest of the nine-unit press line.

"We're working on different areas," says Peter J. Majeski, Goss engineering manager of CAD/CAM technology, "then merging the designs" with the compatible CAD/CAM systems used by the two firms.

The systems' compatibility "permitted us to do our design function on our system and [PCMC engineers] to do their design function on their system," says Majeski. Then Goss and PCMC exchanged magnetic tapes of the designs.

Both Harris Graphics and Goss are using CAD/CAM for planning mailroom equipment and the layout of mailrooms.

Engineers at both firms say they use the computerized design process to deal more effectively with the heavy inserting demands of newspaper preprints and the rapidly changing nature of mailroom technologies.

Plants and pagination. Newspaper plant architects and designers also are using CAD/CAM to solve many of their own design problems.

An example came out of last June's ANPA Operations Management Conference & Exposition in Atlanta. Muller-Martini Corp. unveiled its Print Roll System, a wheel-configured insert-storing device that, when loaded with preprints, exceeds 15 feet in height. After witnessing the Muller-Martini exhibit, one plant designer went back to his office and reconfigured his computerized mailroom blueprints so ceilings could accommodate the gargantuan machine in the event a client decided to acquire it.

That ease-of-change aspect is one reason plant designers and architects were among the first to employ CAD/CAM.

The Austin Co. uses CAD/CAM to analyze repetitive designs and to determine work flow, according to Alan F. Stromberg, the firm's project manager.

"For that, it's rather handy," he says, adding that the firm used the technology when it designed a new plant for the St. Paul [Minn.] Pioneer Press and Dispatch.

Stromberg points out that support-column spacing and designs for air-duct routings and electrical and telephone outlets are areas where the technology is useful.

CAD/CAM is even nudging into the field of pagination—in the preparation of user manuals for the equipment it designs. Harris Graphics and Goss both use the graphic designs produced on their systems in the technical documentation for the finished product.

Intergraph's Britnell says the design graphics are merged with text, then the system is used to drive either typesetters or laser printers.

"It produces very exact drawings," says Frank H. Convey, supervisor of engineering services and administration at Harris Graphics.

Whether CAD/CAM will soon work its way into the electronic makeup of newspaper pages is open to conjecture. But some observers believe the CAD/CAM technology that creates the razzle-dazzle special effects seen in today's television commercials and science-fiction movies will soon be evident in many other newspaper departments. □

Food sections

'Canned' copy is out, nutrition and gourmet recipes in, as culinary coverage of cuisine tempts all tastes

BY C. DAVID RAMBO
presstime staff writer

Of the many efforts newspapers have made in recent years to beef up their editorial product, perhaps the tastiest is the attempt to satiate readers' hunger in the food section.

At least once a week, it tempts cooks of all levels of competence, shoppers, dieters, gourmets and even junk-food gluttons with information about eating, prices, nutrition and recipes.

"It's a common denominator," observes Ann McDuffie, food editor of The Tampa Tribune for the past 24 years. "Food is the most popular topic of conversation. It even surpasses the weather and sex."

In recent years, this savory entree on the newspaper menu has been reformulated to reflect changing food preferences and eating habits of Americans. Articles on nutrition and health, for instance, show up in many food sections today. There are more enterprise stories and fewer "canned" stories, and some newspapers flatly refuse to print the handouts from food-processing companies that once were a food-page staple.

An association of newspaper food writers and editors has grown to 180 members with an annual convention devoted to improvement of food reporting. Most of its members shun "junkets" offered by food-industry companies and groups.

However, for some other newspaper food editors and writers, such junkets remain an acceptable means of getting out and learning about developments affecting the food industry.

Larger newshole. A major reason for the increased attention newspapers are giving their food sections is, not surprisingly, the growth of food advertising. For many papers, this translates into larger newsholes for the sections.

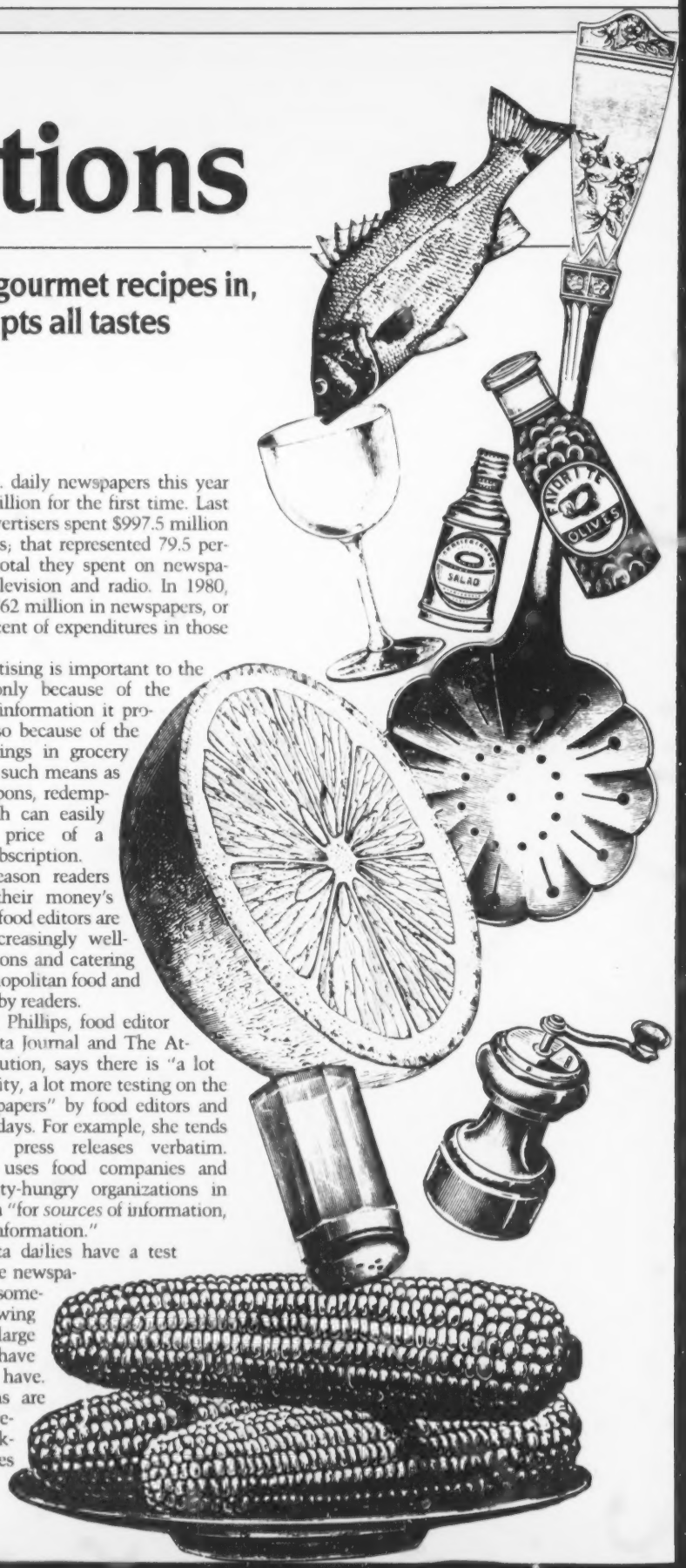
According to the Newspaper Advertising Bureau, ad expenditures by retail food stores in U.S. daily newspapers this year will top $1 billion for the first time. Last year, food advertisers spent $997.5 million in U.S. dailies; that represented 79.5 percent of the total they spent on newspapers, local television and radio. In 1980, they spent $762 million in newspapers, or about 82 percent of expenditures in those three media.

Food advertising is important to the reader not only because of the marketplace information it provides, but also because of the potential savings in grocery bills through such means as cents-off coupons, redemption of which can easily exceed the price of a newspaper subscription.

Another reason readers are getting their money's worth is that food editors are producing increasingly well-rounded sections and catering more to cosmopolitan food and diet interests by readers.

Anne Bym Phillips, food editor of The Atlanta Journal and The Atlanta Constitution, says there is "a lot more originality, a lot more testing on the part of newspapers" by food editors and writers nowadays. For example, she tends not to run press releases verbatim. Instead, she uses food companies and other publicity-hungry organizations in the food arena "for *sources* of information, not for total information."

The Atlanta dailies have a test kitchen in the newspaper plant—something a growing number of large dailies now have or plan to have. Such kitchens are used to test recipes and cooking techniques



and as a studio for shooting color photographs of featured dishes.

For food editors lacking an in-plant kitchen, any testing must be done at home, and the amount varies. Some test all recipes before publication; some test few, if any.

Nutrition and variety. Although recipes remain probably the most popular feature in food sections, they are sharing the editorial columns in a number of newspapers with some serious discussions that fall under the heading of "You are what you eat."

Jane Baker, food editor of The Phoenix Gazette and president of the Newspaper Food Editors and Writers Association, sees among her colleagues "a greater interest in nutrition or health and fitness, greater interest in recipes using fresh fruits and vegetables" and a growing interest in "regional foods" from the United States as well as from other countries.

A recent example of stories addressing a health topic was in Jacksonville, where Florida Times-Union Food Editor Joe Crea produced a section "almost all devoted to eggs," he explains. "The lead story was on cholesterol, (questioning) should you eat eggs?" Crea interviewed cardiologists and other experts.

Although food editors cite the importance of playing up health angles, there is mixed opinion on just how much emphasis there should be on the medical and scientific aspects of diet.

Some editors vow never to run recipes containing processed ingredients, which they deem nutritionally substandard to "natural" or "more natural" ingredients subjected to less processing or chemical additives. Others take a more moderate approach, keeping in mind the actual diet preferences and cooking practices of readers.

"You've got to balance out the health factors with the human factors," Crea says. Readers turn to food pages for good ideas and nutritional information, but "they also turn to us for escape, diversion," he points out.

After all, junk-food temptations are hard for many people to resist, even food editors. "No matter how much intellectually I know that I shouldn't eat them," Crea allows, "I still eat potato chips."

More food feature stories these days are tied to travel and regional dining interests. The Phoenix Gazette's Baker recently wrote stories on the chef who supervises food services for tourists visiting the Grand Canyon, and on the food service for athletes at the Los Angeles Olympic Games. She included a sidebar on good restaurants for visitors to the Games.

The Washington Post recently wrote about a farm household in Lancaster County, Pa., that takes overnight guests. Heavily emphasized were the culinary offerings. The lead paragraph, under a Paradise, Pa., dateline, read: "Off Route 30, beyond the neon 'Shoofly Pie' signs that sprinkle Lancaster County's highways like salt on a pretzel, is a real slice of paradise: a 1916 dairy farm, a breakfast of fresh eggs, creamy-rich milk and homecured salami and a family that welcomes vacationers and city folk looking to get their Adidas dirty."

The piece went on to offer recipes for whole-wheat crumb pie, peach crunch, "Lydia's chocolate shoofly pie" and peanut butter muffins. A sidebar listed organizations providing information on "farm or ranch vacations."

Higher ethical standards. An article tempting readers to visit a homespun dining room is one thing. An invitation for a food editor to visit the home of Betty Crocker is another.

Food-page journalists are paying more attention than ever to the old question of freebies, gifts, complimentary junkets and the like. One reflection of that is growth of the National Food Editors and Writers Association. The organization, founded in 1974, has a code of ethics prohibiting the acceptance of gifts and free travel.

Food editors say that before NFEWA's founding, the only organized activities for food writers were sponsored by food-industry groups—the processors, manufacturers and distributors of items sold in supermarkets.

Not only do editors have an annual forum through NFEWA, they also have a vehicle for organized travel. Eleanor Ostman, food writer of the St. Paul (Minn.) Pioneer Press and St. Paul Dispatch, organizes several food- and cooking-related trips a year.

"We didn't feel we should be accepting free trips," says Ostman, a former NFEWA president, yet "it's very important for food writers to understand the various cooking styles." The trips give writers a chance to learn how food is grown and harvested, how chefs around the world prepare meals, how food is processed and many other details.

Readers want good information, but "they also turn to us for escape, diversion."

The organization's first trip was to China in 1979, and an average of two a year have been scheduled since. The next will be this November to Peru.

Some newspapers pay all or some of the travel expenses for these trips. Others, however, cover no expenses. That means either the trip won't be taken or the food writer will pay his or her own way.

Crea of the Jacksonville daily says he shelled out $2,800 from his own pocket for a trip to Scandinavia. The group went to farms, canning plants and frozen seafood plants.

But despite the frequently expressed concern about the desirability of impartiality, some editors also say plenty of newspaper food journalists still accept freebies.

Karen H. Brown, vice president for communications of the Food Marketing Institute in Washington, D.C., says that her industry group offers to pay for travel and lodging of journalists covering its annual convention. Marian Tripp, a Chicago communications consultant who is a key press contact for the convention, says the event usually draws 60-70 newspaper food editors, about half of whom pay their own way.

Yet there are indications that the freebie route is on the decline. Brown notes that the level of FMI expenditures for attendees' travel costs have remained constant while press attendance at conventions has grown significantly. She adds, "I don't think you can buy a reporter with a lunch or any of those things. . . . I don't see it as a way organizations get stories written the way they want."

Louis I. Gelfand, reader representative of the Minneapolis Star and Tribune, sharply criticizes newspapers that allow their staffers to be reimbursed from outside sources for travel and lodging.

Gelfand, who joined the Star and Tribune three years ago, speaks with benefit of a perspective most newspaper journalists lack: He spent 17 years as public-relations representative of the Pillsbury Co. and was an official of the annual Pillsbury "Bake Off," a popular recipe contest drawing newspaper food editors from all over the country.

In 1964, only four newspapers paid their editors' expenses to the event, Gelfand says. They were the Chicago Tribune, the Los Angeles Times and the Minneapolis Star and Tribune (which at the time were two different newspapers; they have since

merged). At the 1984 event, despite all the talk of ethics in recent years, "only about one-fourth of the 60 daily newspapers which attended the Bake Off paid for their food editors' travel expenses," Gelfand noted in remarks made before the 1984 NFEWA convention held in Montreal last June.

"The most important reason for not accepting free travel and lodging," he told the convention, "is that once you do, you are no longer independent reporters."

The only downside of refusing free travel, observes Russ Parsons, food editor of the Albuquerque (N.M.) Tribune, is that "there are a lot of things that our readers would be interested in that the Tribune can't afford to cover. . . . We just don't have the budget."

Editors say one reason that freebies are sometimes still accepted is that there still are plenty of offers. "It seems every time you turn around there's another invitation" to something, says Crea. The offers can be as innocuous "as a box of crackers" or as significant as a gift of an electric range.

Melting pot. The people who are grappling with ethical situations such as these are a more diverse group than newspapers traditionally have had handling their food pages.

Years ago, food-page writers tended to be "a lot of people who were just very good cooks" but not necessarily competent journalists, says Atlanta's Phillips. That is changing.

Phillips graduated in 1978 from the University of Georgia with a double major in home economics and journalism; she wanted to combine the two disciplines in a career.

Many other female editors report they have primarily a home-economics background, although some had smatterings of journalism in school.

At the same time, increasing numbers of men are coming into the field.

Crea, who has a degree in psychology, started working in hotel kitchens and restaurants when he was 16. As a career, however, "I always thought that I'd teach journalism or literature." But the food editorship has been rewarding because of the travel and his potential impact on people's eating habits.

Parsons is one of the male newcomers to the food page, recently completing six months on the job in Albuquerque. For the previous 10 years, he had covered high school and college sports in Texas. "I got absolutely burned out on sports," Parsons says.

He asked for the chance to improve the Tribune's food coverage—the lead section in Thursday's "Accent" section—and was given the job on a part-time basis. The rest of his time is spent doing other work for the features-oriented section, including writing about pop and country-western music.

Parsons' background includes cooking-school attendance and even some cooking-school teaching. "The main thing," he says, "is I've always liked to eat and that inexorably led to cooking."

That seems to be the prime formula for culinary-coverage success. As Baker of The Phoenix Gazette puts it: "If you really love food, chances are you'll be a good food editor." □

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Our Razzoopers are worth saving!

BY MARCIA RUTH
presstime staff writer

Chances are, even if you work for a Kansas paper, you've never heard of The Unmuzzled Truth, Astonisher & Paralyzer or the Cain City Razzooper.

Since these short-lived Kansas weeklies expired before the turn of the century, very few people *have* in fact heard of them—or for that matter, most of the other 300,000 newspapers published over the past three centuries in what is now the United States.

But after a decade of planning and more than $2 million in federal funding from the National Endowment for the Humanities, the United States Newspaper Project is moving into high gear to make these titles available in more than 3,000 libraries, archives and historical societies in North America.

The ambitious project had its genesis in 1972, when the American Council of Learned Societies suggested NEH fund the development of various types of bibliographies. A year later the Organization of American Historians gave cataloging newspapers the highest priority.

Considered one of the best, and sometimes the only surviving, record of community life, newspapers have proved to be among the most frustrating sources of information for historians. If not hidden away in courthouse cellars, abandoned warehouses or editors' attics, they tend to be scattered about in libraries or historical societies.

The U.S. Newspaper Project is establishing a computer network that will make listings of these papers available at the more than 3,000 institutions subscribing to the Online Computer Library Center, or OCLC, in Columbus, Ohio. This system will provide titles, brief information and the location of the newspapers.

After the Library of Congress developed cataloging guidelines, the NEH launched the collection phase of the project in 1982 with two-year grants to six national repositories whose collections total about 30,000 newspapers—New York Historical Society in New York City, State Historical Society of Wisconsin in Madison, Western Reserve Historical Society in Cleveland, Center for Research Libraries in Chicago, Kansas State Historical Society in Topeka and American Antiquarian Society in Worcester, Mass. [presstime, Dec. 1982, p. 10].

Because this effort probably will catalog only 10 percent of the 300,000 targeted papers, the next phase calls for each of the 50 states and territories to set up a plan for locating their own newspapers. So far, 18 states have received NEH funding for planning and six for cataloging.

In many parts of the country, the most ambitious part of the NEH program—to preserve generations of fragile newsprint on microfilm—is still years away from realization. Cataloging moves slowly, and no federal funds have been allocated for the proposed microfilming.

In the two years since the first six grants were awarded, for example, the American Antiquarian Society has cataloged less than a third of its 15,000 pre-1877 holdings. The New York Historical Society had completed work on about half of its 8,545 titles.

Also running into procedural and financial snags are the 17 states and one territory that received the second batch of NEH grants in 1983.

In Iowa, about 2,500 of the 6,500 newspaper titles thought to have been published there since 1836 are safely lodged in the state historical departments in Des Moines or Iowa City, but the remaining 4,000 will have to be sought from other places, principally libraries throughout the state. Project director Nancy E. Kraft says most libraries probably have less than five titles each, making the process of collecting titles exceedingly tedious and time-consuming.

To locate the elusive titles, Kraft, an Iowa City cataloger, is planning to send researchers by car, town by town, financed by local contributions.

In Texas, Bobby D. Weaver, archivist of the Panhandle-Plains Historical Society in Canyon, has identified the names of nearly 5,000 newspapers published since 1870. Locating copies of them will take four years and about $80,000 in locally raised cash to supplement volunteer labor, he says. Once the papers are located, the states will face the question of which ones to preserve, or as Weaver puts it, "Is the 'Podunk Journal' more important than the 'Plunket Junket'?"

For those states farther along in the identification process, such questions are already at hand. In Maryland, for example, Christopher N. Allen, an archivist with the Maryland State Archives, says he is booked for microfilming newspapers through 1986 "except for emergencies."

Because of the shift from rag to pulp paper in the late 19th century, and the use of more acid-laden pulp after 1920, the most fragile papers may not be the oldest, says Allen, who estimates he is "looking at about six million pages of newsprint that survived and ought to be preserved." At the present pace, he predicts "it will probably take 20 years."

But like many other state project directors, Allen credits the national effort with providing "an excellent opportunity for us to see what needs to be done *first*."

Inquiries about the newspaper-preservation project should be addressed to Jeffrey Fields, assistant director for research resources, National Endowment for the Humanities, Old Post Office, Room 319-R, 1100 Pennsylvania Ave NW, Washington, D.C. 20506; (202) 786-0204. □

Advertising on campus

Journalism schools look for qualified instructors, while newspapers seek to improve their image

BY MARGARET GENOVESE
presstime staff writer

The college-level teaching of advertising is a subject of concern both to the newspaper industry and to the nation's journalism schools.

For the schools, the concern is faculty—specifically, the shortage of qualified teachers.

For newspapers, it's the curriculum—assuring that students get the message that newspapers are an effective, dynamic advertising medium.

There are several reasons for the scarcity of qualified teachers. Probably the biggest, according to Donald G. Hileman, dean of the College of Communications at the University of Tennessee in Knoxville, is that experienced advertising people can make much more money as professionals than as professors.

Hileman calls the recruiting of advertising faculty members "one of the major problems we face in communications education."

For an advertising professional at the age of 35 to switch careers and enter teaching, it would probably mean taking a pay cut of from 25 to 40 percent, estimates Billy I. Ross, chairman of the Communications Department at Texas Tech University in Lubbock and co-editor with Hileman of the booklet "Where Shall I Go to College to Study Advertising?"

The J-schools' faculty problem is compounded by the fact that they often have to compete not only with ad agencies but also with the marketing departments of the business schools on their own campuses. And at most universities, the business school faculty enjoys a higher pay scale than does that of the journalism school, notes R. Neale Copple, dean of the School of Journalism at the University of Nebraska at Lincoln. At his school, the differential is about $6,000 a year.

Even if salary was not a stumbling block, educators say it still would be difficult to find professorial prospects with the desired academic credentials as well as significant professional experience. Notes Ross: "A doctorate is always preferable, a master's is a must, and a bachelor's with many years of experience would have difficulty finding a school."

Sometimes, a school finds it must take unusual steps to deal with the faculty-recruitment problem.

When it was unable to find a candidate who met all its criteria, the School of Journalism and Mass Communication at the University of Wisconsin hired an "adjunct" professor to teach advertising, reports Director James L. Hoyt. This full-time professor "teaches and teaches only," unlike a faculty member seeking tenure who must engage in such academic goals as research and publication.

At the University of Nebraska, Copple has opted for a temporary solution. With his regular five-person advertising faculty at half strength, he expects to hire nine or 10 professionals from the media and advertising agencies to teach a course or two this fall.

Other schools, like Texas Tech, are taking a long-range approach, attempting to acquire advertising faculty members with all the requisite degrees and attributes by growing their own. This requires administrators to cultivate their graduates, particularly those with master's degrees, by keeping track of their work experience and contacting them when teaching jobs become available.

Students at the University of Nebraska's School of Journalism paste up a newspaper ad.

Delivering newspapers' message. While journalism school administrators are worried about *who* will teach their students, some elements of the newspaper business are concerned about *what* students are being taught.

"Kids coming out of college today are primarily electronics oriented," observes Robert E. Cutler, advertising director of the Newspaper Agency Corp. in Salt Lake City, which handles advertising functions for The Deseret News and The Salt Lake Tribune.

"Electronics is show biz, and newspapers are old hat," adds Cutler, chairman of the Schools and Colleges Committee of the International Newspaper Advertising and Marketing Executives.

The head of the Advertising Division of the Association for Education in Journalism and Mass Communication takes issue with that view. Advertising students at many schools get plenty of exposure to newspaper advertising, says Elsie H. Hebert, associate professor of advertising at the School of Journalism at Louisiana State University. She points to a required retail-advertising course that involves selling ads for the LSU daily.

But James W. Carey, dean of the College of Communications at the University of Illinois, acknowledges "there may be some truth" to Cutler's claim. The situation, he theorizes, "may reflect the pattern of expenditures for national advertising and the nature of the job opportunities that are available to students, and probably to some degree what the students are interested in." Instructors' personal experience also is a factor in how much emphasis they give to newspapers.

But if newspapers believe they are not getting sufficient attention in the advertising programs of journalism schools, it is at least partially their own fault for not giving more support to advertising programs in the past, contends AEJMC Executive Director Leonard W. Lanfranco. "I wish they had given the same high level of support to advertising that they had given to news-editorial," says Lanfranco, a past president of the American Academy of Advertising, the national organization of advertising educators.

However, the situation is changing, says Lanfranco, citing the activity of the INAME Foundation as an example.

Among newspaper organizations, INAME has taken the lead in attempting to inject more information about newspapers into the advertising curriculum. Through its five-year-old non-profit foundation, it has initiated a number of programs. The centerpiece has been an annual Educator Seminar, an intensive two-day workshop conducted in New York City by Newspaper Advertising Bureau personnel.

INAME also has: mailed materials to more than 125 colleges and universities with advertising programs; commissioned the writing of a newspaper advertising course outline and then distributed it to the schools; created an hour-long "generic" newspaper speech that can be used by educators or by INAME members addressing a college audience; and co-authored, with ANPA Foundation, a booklet on "business side" internship programs, including advertising [presstime, Aug. 1984, p. 46].

The Association of Newspaper Classified Advertising Managers also has acted to improve its rapport with educators by beginning an "Educator of the Year" award.

Another indication of the increased importance being placed on advertising education by newspaper-related organizations came earlier this year in the form of a $900,000 grant from the Knight Foundation to the School of Journalism Foundation at the University of North Carolina to establish a center for advertising studies and to endow a professorship in advertising [presstime, July 1984, p. 58].

There is a multitude of other ways by which newspapers can improve their image on campus. Among them: providing scholarships to advertising students and teaching fellowships to advertising instructors, offering both students and faculty members an opportunity to serve as advertising interns, donating equipment to advertising programs, assuring that advertising textbooks include an adequate section on newspapers, and conducting short newspaper-advertising courses.

Although some educators say newspapers are doing more than other media to reach out to the schools, newspaper advertising executives like Cutler of Salt Lake City say more needs to be done.

Like any consumers, advertising students will respond to a good sales pitch. And Texas Tech's Ross, himself a former newspaper publisher and advertising director, advises newspapers to "talk about careers, talk about the profession." Explain innovations like computerized advertising makeup, he says, and "it would not be long before students would begin thinking about newspapers as a career." □

Accrediting standards opposed

The Advertising Division of the Association for Education in Journalism and Mass Communication has gone on record opposing proposed new accrediting standards for J-schools.

Specifically, the division is against changes to redefine how much of a journalism major's coursework may be devoted to journalism, and to eliminate accreditation of specific sequences.

The two changes are among the most controversial areas of the standards proposal made by the Accrediting Council on Education in Journalism and Mass Communications. The existing standard on coursework, often referred to as the 25-75 rule, "suggests" that "about one-fourth:three-fourths" is an "equitable ratio between courses in journalism and mass communications, and courses in the arts and sciences."

The proposed new standard sets the course limits at 25-30 percent for journalism and mass communication, 60 percent for traditional arts and sciences, and 10-15 percent for all others.

Members of the Advertising Division want more flexibility for their students who want to minor or pursue a double major in such non-liberal arts disciplines as business administration. Without sequence accreditation, members of the division fear that schools will not have any special reason to make advertising programs strong, and that prospective students will not be able to judge which sequences are strong and which are weak.

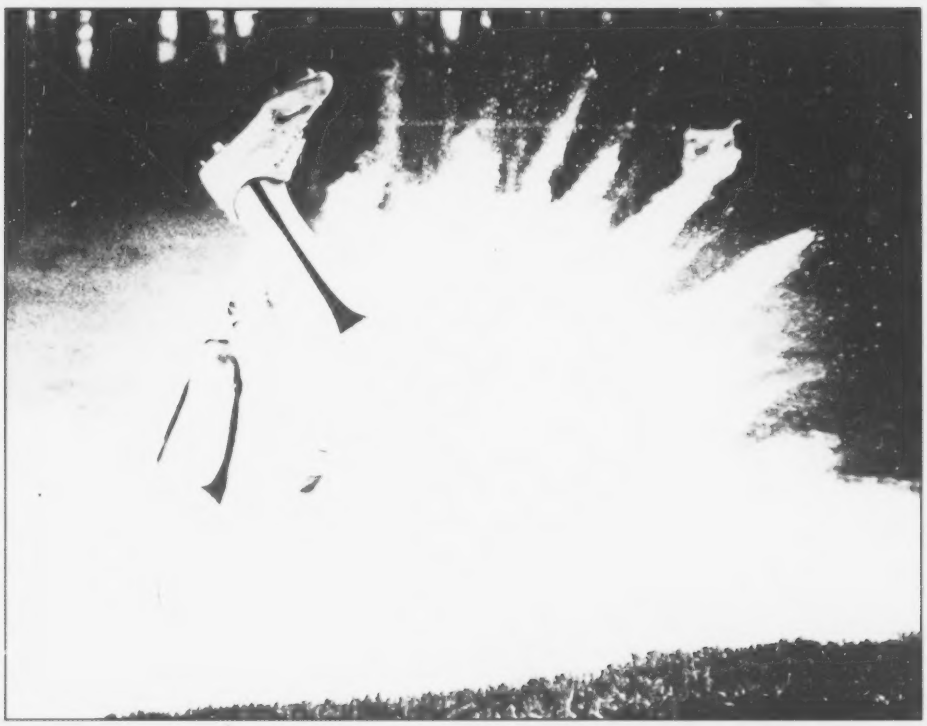
(The Public Relations Division of the journalism educators' association is opposing the new standards for similar reasons.)

The accrediting council will take final action on the new standards in October.

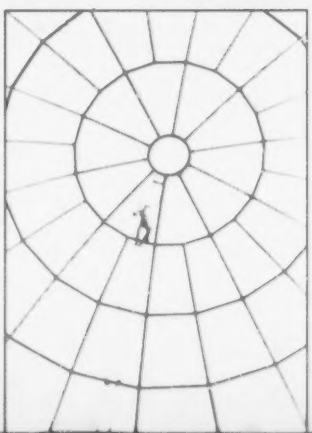
In a related development, disagreement with the 25-75 rule was a "major reason" the largest advertising program within a journalism school decided not to seek reaccreditation last year, according to Martin P. Block, chairman of the Department of Advertising at Michigan State University. The new standard would continue the same kind of "artificial restriction," he said.

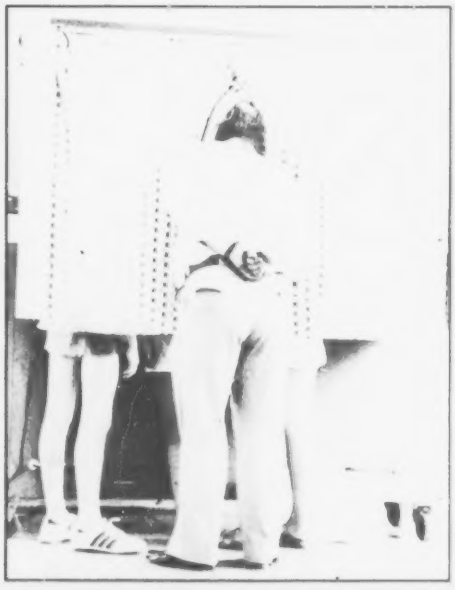
According to the latest journalism school enrollment survey conducted for AEJMC, the department had 1,211 advertising majors.

Some of the best recent newspaper photos



Photographer Joe Crachiola's **Runner Bites the Dust** (top), published in The Macomb Daily, was a top feature photo winner in the Michigan Press Association contest. **Rescue Rungs** (above left) won first place in the Kentucky Press Association's spot news category for Dale Morton of The Times-Tribune of Corbin. **Seeking Shelter** (above right), by Jack Stubbs of The Ann Arbor News, was honored in the spot news category of the Michigan Press Association competition. **Spider Legs** (right) by Jim Laurie of the Las Vegas Review-Journal was given first prize for feature photos by the Nevada State Press Association.





The Weight of the World (upper left) won first place in the personalities category competition of the White House News Photographers Association. The picture was taken by Victoria Yokota of The Washington Times, who spotted the elderly priest in Rome. **Me Next** (top) by Debbie Hawley of the Laurel Leader-Call won first place in the feature photo competition of the Mississippi Press Association. Jim Fisher of the Albuquerque Journal won the best feature photo award of the New Mexico Press Association with his **Off the Beaten Track** (above). The South Carolina Press Association gave its best news photo award to Tom Spain of The (Charleston) News & Courier for **My Father's Flag** (far left), taken at the funeral of a Marine slain in Beirut. The Mississippi Press Association awarded first place in its general news photograph category to **Voting Voyeur** (left) by Duane Mawhorter of the Natchez Democrat.

READING

Despite ever-advancing electronic technologies, experts see a future for the printed word

BY JOHN A. FINLEY

Alan Tepper

Is reading becoming the art of the elite? Are we spawning generations of functionally illiterate children whose development is limited by the intellectual level of commercials and programs on television? Are the Computer Age and the Information Explosion teaming up to create a society that no longer has need for books, magazines and newspapers?

More than a few experts have examined the portents and concluded that reading has become passé, the musty remnant of antiquated technology. But others who have looked beyond the surface are optimistic about reading. The reading habit is far from dead, they say; plenty of signs indicate good health and a long life ahead.

Reading in America is defined by readership studies, book sales, circulation totals and polls that pit reading against television (and against hunting and houseplants).

These swatches of information make up a complex tapestry whose design is far from clear. The Roper Organization polls, for example, show more and more Americans getting their news from television; yet other Roper polls show that as a pastime, reading consistently dominates other leisure-time activities.

This much is certain: Public library usage is up. Book reading is up, particularly among "heavy" readers. Magazine readership is up, and the newspapers that weathered the circulation storms of the 1970s seem to have smoother sailing conditions ahead.

Among the bright patterns in the tapestry of readership, however, some would weave dark threads, indeed. In his book, *The Disappearance of Childhood*, Neil Postman said he foresees the dissolution of the printed-word culture. Children no longer need to read to learn the secrets of adulthood. The concepts of "child" and "adult" cease to have meaning.

Alan Tepper

Magazines are staples at supermarket checkout counters.

But the late John Cheever saw no cause for such a gloomy vision. In a 1980 essay in Parade magazine, the Pulitzer Prize-winning author wrote:

"There seems an inclination to underestimate the general intelligence of any society, such as ours, that enjoys an unprecedented absence of tradition. One aspect of this is to claim that the intelligent reader is vanishing. This complaint is made in spite of the fact that we have, today, the most discerning and the largest number of readers in our literary history."

For the most part, the swatches of information bear Cheever out. People who read are reading more than ever. The concern is over the numbers of infrequent readers and those who don't read at all. Here, the fabric of gloom is stitched with statistics about the functionally illiterate—those who can read simple passages but cannot read or write well enough to function in modern society. The estimates for the numbers of people who fall into this category run as high as 39 million Americans 14 or older.

Futurists worry about the informational "haves" and "have-nots" of the computer age when a considerable gap already exists between readers and non-readers. Writing about functional illiteracy in the September 1981 issue of presstime, educator Robert M. Wilson expressed this concern:

"Even more worrisome for reading specialists—and for those, like newspaper people, whose livelihoods depend on a reading public—are the millions of people who have learned to read but choose not to do so." Wilson used the term "aliteracy" to define this problem.

Leo Bogart, who has overseen almost 25 years of readership surveys for the newspaper industry, says he believes that people are reading less today.

"I have been concerned for many years with the decline in reading skills, as shown by the educational tests, and changes in reading motivation, as reflected by what's happening to newspapers," says the general manager and executive vice president of the Newspaper Advertising Bureau. "I do think this is a major educational problem, as well as a national survival problem in the area of the economy."

Bogart adds, however, that "I don't see us as being in some sort of precipitous decline. The change in reading habits is part of a great change in communications, part of a change in lifestyle, part of a change in political morale."

Far from showing a precipitous decline in reading, the recent Book Industry Study Group, or BISG, report indicates that the proportion of "heavy" readers—those reading 26 or more books in a six-month period—has almost doubled in five years, rising from 18 percent in 1978 to 35 percent this year.

Art Seidenbaum, book editor of the Los Angeles Times, says he finds the BISG figures "rather gratifying and astonishing."

"What really worries me," Seidenbaum adds, "is that in our system, I don't believe it's healthy for one-third to be exquisitely educated and informed while 65 percent are not. I think that the very society we live in and by requires a large, informed audience to work at all. Our political machinery requires readers."

Reading vs. other pastimes. But are large numbers of people really not reading? The Roper surveys that pit reading against other pastimes show that from a list of about 30 activities, reading is picked most often as a hobby or leisure-time activity. It also

Finley, a former newspaper reporter, is a free-lance writer in Louisville.

shows that the proportion of respondents listing "reading" as a hobby has remained relatively constant. The percentages were 45 in 1976, 44 in 1977 and 47 in 1984.

Still, the results of these polls may not be conclusive. The list, itself, has changed over the years as the interests of Americans have changed. Only recently were jogging, racquetball and home computers added to the list, for example, and where once there was only "pets," there now are three categories: dogs, cats and "other pets." And although reading and music are listed as hobbies or interests, television viewing is not, so this particular Roper poll gives no direct comparison between reading and television.

Another Roper study does put television and newspapers (and radio and magazines) on adversarial terms, however. And it seems to show that people are relying more on television for their news and less on newspapers.

The newspaper industry tends to discount the results of the survey because it has been conducted for the Television Information Office, which was established in 1959 by the National Association of Broadcasters, and the very first question asked in this Roper survey has come to be controversial: "First, I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"

Critics say—among other things—that "what's going on in the world today" implies international news and also suggests the kind of spot news flashes that give the electronic media an edge. In his 1981 report, "Trends in Attitudes Toward Television and Other Media," covering a 24-year period, Burns W. Roper devotes two pages to defending the question.

"I do not contend that this question can quantify the true news input received by the American public from each of the various media," Roper wrote. "I would contend, however, that perceptions are related to reality and that the trend of the results, with television having risen from 51 percent in 1959 to 65 percent today, while newspapers have dropped from 57 percent to 44 percent in the same time period, has significance that cannot be ignored.

Nonetheless, the claim that television is killing newspapers is "an easy out for a behind-the-times publisher," according to David Skylar, president of ADPRO, a Cleveland-based newspaper consulting firm.

"Newspapers don't compete against TV at all," Skylar wrote in the July/August 1984 issue of The Quill. "They compete for readers, who read, as opposed to watchers, who watch . . . TV hasn't been a threat to newspapers that write, rather than just cut and paste."

Changes in book publishing. Book, magazine and newspaper publishers all have been going through periods of change, and changes will continue as old audiences are redefined and new audiences are identified.

For example, Townsend W. Hoopes, president of the Association of American Publishers, says that the "tremendous popularity in formula romances" may not represent a trend in book reading so much as a simple shift of readership from "the

How one newspaper encourages reading

A pioneering community project in Kansas City using daily newspapers and volunteer, one-on-one instructors to teach illiterate adults to read is attracting attention from federal and state education officials, as well as newspapers in other cities.

The Kansas City Star and Times and their parent, Capital Cities Communications, are supporting Project Literacy by providing grant money, space for promotional ads, free newspapers, professional staff assistance, and in-kind contributions such as the preparation and printing of the teachers' manual.

"The newspaper is the natural tool for adults to learn how to read," says Joan Williams, executive director of Pan-Educational Institute, the private, non-profit educational firm that developed Project Literacy in cooperation with The Kansas City Star Co.

Because many illiterate adults have had negative experiences in school as children, the project avoids school-like terms (teachers are "facilitators") and school-like settings (sessions are held in community centers), and the daily newspaper is the sole teaching tool.

Adult students attend at least one two-hour session a week. Both instructor and student have a newspaper, which they go through together, examining stories and clipping articles. They first search for simple words such as "stop," "are" or "big." Eventually they move on to more difficult words and phrases such as "bus stop," "United States" or "Social Security number."

Students, whose average age is 43, keep a journal of clipped articles in which they have marked the words they recognize and understand. The journal becomes a record of their reading progress as more and more words are recognized and marked.

By the end of the year, about 120 student readers and 180 volunteer instructors will be involved in Project Literacy at four community centers. A series of five, free, newspaper promotional ads outlining the project's goal of assisting some of Kansas City's 30,000 adult illiterates has done "a magnificent job" of recruiting the volunteer instructors, Williams reports.

Plans call for programs at 12 Kansas City community centers, both public and private, within three years. Capital Cities Communications has pledged $20,000 a year for three years to help fund the project, which has become a communitywide effort enjoying the support of numerous foundations and groups.

U.S. Department of Education and Missouri officials are closely following the project, intrigued by early success stories of adults now delighted with their new reading ability and by the relatively low cost of the project, Williams says. Newspapers elsewhere are also seeking information.

Jeffrey S. Hall, vice president for marketing and distribution of the Star Co., says the newspapers are pleased to be part of Project Literacy, which responds to a community need "and is unique and in keeping with what we do—printing and publishing a daily newspaper."

After further testing in Kansas City, the project will be packaged as a program "that can be emulated by newspapers and community groups in other cities and towns across the country," says Williams. "And it isn't that expensive when you realize that more traditional programs spend almost $1,500 per person to teach an adult to learn to read.

"This way, with newspaper involvement, it's a lot less expensive, and the newspaper gets a reader for life," she says.

—Neil D. Swan

kind of pulp fiction that used to appear in magazines that have now died," including such publications as Colliers and the old Saturday Evening Post.

In any event, book industry analysts agree that the boom for publishers of formula romance novels apparently has peaked. The recent purchase by Harlequin of its chief competitor, Silhouette Books, has been cited as evidence of a saturation in the market.

"Romance books seem to be about to go into a harder period simply because there's so many of them," says Ginger Curwen, editor of American Bookseller magazine.

Oscar Dystel, who was chief executive at Bantam Books for 26 years, finds a similarly repetitive quality about books on the best-seller lists these days.

"There seems to be fewer of the unique forms of best seller than there were five to 10 years ago, because many of the best sellers today happen to be imitative," he says. "They sell well, but they don't seem to break through into 4 million, 5 million copies as books did some years back—like *The Godfather* or *Valley of the Dolls* or *Exodus* or *Jaws*."

As few as 25,000 copies sold can constitute a best seller, says Hoopes. "In general terms, a best seller would be a book that outruns its expectations. You and I agree it might sell 10,000, and then it sells 50,000 copies."

American Library Association

More than a billion materials circulated in public libraries in 1982.

The expectations for *In Search of Excellence* certainly were modest, according to Hoopes, but it hit the 1983 best-seller list because it "struck a responsive chord in American management." Top managers became "salesmen" for the book. Large numbers were bought by companies and passed out as required reading among executives and sales personnel.

Significantly, 91 percent of the respondents in this year's Book Industry Study Group survey said that the subject of a book is their prime criterion for selecting it, up from 84 percent in the 1978 BISG study. The number of readers who mentioned the author's reputation dropped from 77 percent in 1978 to 68 percent now. Other factors include recommendations by friends or relatives, 80 percent; place on a best-seller list, 58 percent; and book-jacket copy, 70 percent.

Hoopes says that if there is a trend in book publishing, it is not towards more romance novels, but towards books with "more and more of what I would call 'time-urgent' information."

"Among the people who regularly read books, there's a desire to get all the information on a society that's in rapid change, or appears to be," Hoopes says. "My impression is that there has been a significant shift to non-fictional, relevant, informational books, and the computer books are a case in point."

Only a few years ago, computer books scarcely filled a single shelf in most bookstores; today, they occupy entire sections.

"Everyone with a computer needs at least four books just to help them decipher the manual," quips Curwen of American Bookseller.

Former Bantam CEO Dystel, who now has his own consulting firm in New York City, agrees with Hoopes' assessment about the trends in books.

"I believe that books have become far more specialized in subject coverage in the last 10 years. Also, as the fields of interest become more varied and broader, so has the coverage of books become more varied and broader."

During Dystel's tenure at Bantam, the company produced the first of the "instant books," as they have come to be known in the publishing world. It was about the Warren Commission investigation into the assassination of President John F. Kennedy. Other "instant books" followed, the most recent being the one on track star Carl Lewis, who won four gold medals at the Los Angeles Olympics.

"These books are somewhere between a magazine and a newspaper—a new dimension in communication," Dystel says.

"Instant books" also were part of a continuing revolution in paperbacks. But Ray Walters, who recently retired as editor of The New York Times Book Review section, told the American Booksellers Association convention in June that the paperback revolution is over—that is, the radical innovations are past.

What is taking place now, according to Dystel, is more of an evolution—"greater and greater integration of all the forces or aspects of book publishing, such as paperback and hardcover publishing being integrated into one company. That's been going on for some years, and I believe that process is accelerating."

He also is optimistic about the end result.

"I have a general impression that people are reading more in this country. . . . Overall, the conveyance of information to the American public has become more sophisticated in every field—magazines, newspapers and books. It is sharper, more professional and has greater depth. I give the world of print communications very high marks."

Dystel's optimism about reading is pretty much borne out by the survey commissioned by BISG, a non-profit research organization backed by diverse elements of the book industry.

In addition to the finding that the proportion of "heavy" readers has almost doubled in five years, the survey reported that

Since 1970, the gap between newspaper circulation and households has widened, to the point where today the penetration figure is about .74.

while the percentage of book readers among adult Americans has remained almost constant over the past five years, their actual numbers have grown by 8 million. According to BISG, this reflects both the population increase and the advancement of the post-war baby-boom generation into the prime reading years—the 30- to 39-year-old age group.

Library usage up. Further, the study showed that 21 percent of all books are borrowed, making book reading an even more widespread activity than book sales would indicate.

Indeed, book borrowing appears to be on the rise in the public libraries. A survey of 53 U.S. libraries serving populations of 25,000 or more shows a consistent year-by-year increase in library usage from 1973 through 1982, according to Peggy Barber, spokesman for the American Library Association.

Barber says the library surveys are substantiated by two Gallup surveys. A 1975 poll indicated that 42 percent of those 18 and older had used a library in the last year. In a 1978 survey, the figure was up to 51 percent.

"The bottom line is that in 1982, there were more than 1.07 billion materials circulated in libraries," she says, "and that represents a 3-percent increase over the previous year."

There's one catch: The number of "materials" include everything circulated by libraries—not only books and periodicals but also records, paintings, films, sculpture and video cassettes, among other things. The surveys do not count books only.

Nonetheless, Barber believes that book borrowing has kept pace with the general increase in library usage.

"I personally agree with Dr. [Daniel J.] Boorstin, who has said that one technology does not replace another. We don't find the data telling us that people who watch television read less," she says. "In many cases, librarians will tell you that television helps promote reading."

Boorstin is librarian of Congress, and in an April 1982 speech, he said that history is rife with predictions that new technologies will do away with old.

"In the United States, the most technologically innovative nation in history, we have had our share of Cassandras," he said. "The obvious example in our time is the common prediction that television and the computer will displace the book, that a nation of watchers will cease to be a nation of readers."

Barber says, "I think our concern is, 'Are we developing new readers? Are kids learning to enjoy reading for the pure pleasure of it?' And that's where libraries have an extremely important role to play. Public libraries really have a mission to develop new readers."

From its surveys, the library association offers these profiles: The heavy library user is 18 to 34, college-educated, living in a household with children under 18 and a resident of the eastern part of the United States. The non-user is 50 or older, with a high school education or less, living in a household without children, and a resident of the South or Midwest.

In other words, readers are "upscale," as the marketing people say.

New magazine titles. College educations, higher incomes, professional/managerial occupations—these are all characteristics of heavy magazine readers, according to Marvin M. Gropp, vice president and director of research for the Magazine Publishers Association.

"All of those demographics are characteristic of the medium and have been for a very long time," he adds. "I think that magazines and magazine reading tends to be concentrated at a little higher level (of demographics) than newspapers and other reading. All readers are upscale in education and income, but not quite as much as magazine readers."

Comparing 1981 and 1984 studies, Gropp found that the average number of magazines read per month by adults has increased from eight issues to nine. The average adult reader now devotes about 62 minutes to reading an issue of a magazine, up from 56 minutes in 1981, he said.

From 1950 to 1983, the net paid circulation of magazines grew by 107 per cent, according to Gropp. He sees no reason why the industry's health would take a turn for the worse.

"The general-interest kinds of magazines that were able to keep abreast or anticipate the needs of their readers—like TV Guide, Reader's Digest and to some extent, the women's interest magazines—have thrived. Some of the large, mass-circulation magazines like the old Life magazine and Look, which could not keep pace or anticipate the needs of their readers, kind of lost their reason for being and lost the franchise of the advertisers, too."

That kind of shake-out will always be a part of the industry, Gropp says, "and the really relevant magazines will continue to thrive."

"Over recent years, while a few general-interest magazines have sprung up and succeeded admirably, like People, numerically most new magazines have tended to be in more special-interest areas. They concentrate on everything from the sharply focused Skin Diver and Runner and so forth to a little broader area like science magazines."

These special interests are likely to be courted and cultivated by magazines for years to come, according to Gropp, because they provide so many opportunities for both advertisers and readers. "They allow the advertiser to home in on whatever his target is, and they allow a reader to pursue whatever interest he has in life."

Despite the proliferation of special-interest magazines in recent years, apparently most are not being badly hurt, Gropp says.

"I think more and more people seem to be wanting to read more and more, and they're going to read whatever they want to read. I think the economics, the promotion of the magazine publishers, themselves, are factors, but I don't think the sheer competition is."

Newspapers fight for readers. Competition is not something that concerns most newspapers, either—competition from other newspapers, that is.

What has concerned newspapers is that in 1970, total U.S. daily newspaper circulation fell below the number of households. Through the succeeding years, the gap between circulation and households has widened, to the point where today the penetration figure is about .74 and declining. Newspaper audience figures—the percentage of adults who "read a weekday

American Library Association

The public branch library in Chicago's Cninatown is heavily used by children as well as adults.

newspaper yesterday"—also was sliding over the past two decades, but appears to have stabilized at about 66 percent for the past two years, according to NAB's Bogart.

Daily circulation, after peaking in 1973 at 63,147,280, slipped for a few years before beginning a slow climb back. In 1983, it reached 62,644,603.

Bogart wrote in the January 1980 issue of presstime that daily and Sunday newspapers could expect to be selling about a fifth more copies of an average issue in 1990. Even that growth can be surpassed, he added, "if more transient and occasional readers can be converted to a regular everyday pattern."

His outlook today is not that optimistic.

"It is quite clear to me that I would have to revise that," he says of his 1980 prediction. "I think that the opportunity is there, but it's obvious that we are not going to meet that goal. I would be very satisfied to see a 10-percent growth between now and 1990, since we failed to grow in the interim."

He remains convinced, however, that the two "positive forces" that favored increased readership in 1980 are still in effect today: "the maturing of the population and the entry of more and more people into the age group at which stable families exist and responsibilities are held that require a constant flow of information"; and "the steadily increasing level of educational achievement, which is also related to reading."

At the same time, he continues, "all of the forces that have worked together to reduce readership are still very much with us." And these, according to Bogart, include:

- Political disenchantment, "which is translated into a dislike for bad news and a dislike for news, as such"
- The "deterioration of our cities and the movement of people out of cities to areas where the metropolitan paper has less appeal"
- The "habituation of many young people to a quick dose of news bulletins on television or radio rather than through the medium of the newspaper."
- The problems newspapers have "in reaching an increasingly mobile population, where home delivery becomes less of an option." These kinds of problems and others were addressed through the six-year, $5-million Newspaper Readership Project, which by its conclusion last year had produced a wealth of materials and ideas for promotion and circulation.

Bogart wrote in his 1981 book, *Press and Public*, that readership surveys have consistently failed to support a policy of chasing would-be readers with format and content changes.

Where newspapers need to get their act together, he wrote in his book, is in improving their distribution systems and in selling themselves. People need to be sold on what a good deal newspapers are, and newspapers are not doing that, he said.

Bogart wrote that newspapers need to develop specific approaches to women, to blacks, to Hispanics. And, he continued, "an even more significant target for the newspaper industry's attention" is the 30 percent of the adult American population under 30.

"To attract young readers, it is not enough to add a rock music column," Bogart wrote. "Young people are more critical than older ones of newspapers' editorial posture and also of their editorial performance. Newspapers have the greatest chances of success with them if they perform very well their traditional

functions of reporting and explaining the world in which they will be living and working."

Competition for attention, time. Concern about the young is almost universal among those who worry about reading in the United States.

The BISG report said that for those 16 to 21, book reading has declined to 63 percent from 75 percent five years ago.

B. Stuart Tolley, vice president and director of research for the Newspaper Advertising Bureau, cautions that normal statistical errors can account for such changes, however.

The BISG survey results are based on 1,961 interviews, a legitimate-enough sample size. But Tolley notes that any potential sampling error can increase by a matter of several whole percentage points when one attempts to draw conclusions based on the replies of a portion of the total sample—the 16 to 21 age group portion, for example. (BISG did not release a figure for the potential sampling error.)

Tolley says he doesn't think the demographics of newspaper readership have changed much over the past 20 years. If anything, he says, readership hasn't slipped so much among the young as it seems to have in the middle-age group.

"If you look at the level of reading at 45 to 65, compared to those same age people in 1970, there is a greater proportional drop" than among the young. Then again, the "differences are small and may be due to a sampling error," Tolley says.

The "bottom-line" folks—the industry analysts who advise investors about where to put their money and where not to put it—tend to discount the importance of surveys.

"We're leery of what people tell pollsters," says Bruce Thorp, newspaper analyst with Lynch, Jones & Ryan. "We've been telling people, especially those who are not all that familiar with the communications industry, that newspapers are a very time-tested means of communicating information, both editorial and advertising. . . .

"We think that newspapers are going to be around for a very long time, and there's nothing we see in the works right now that will truly jeopardize their place in our society. That doesn't mean they will look the same, because already we've seen wholesale changes both in the appearance of newspapers and in the way

Newspapers are involved in a variety of reading projects

Besides the Kansas City project (see story, p. 20) and the ANPA Foundation-guided Newspaper in Education program, here are some other reading-related activities in which newspapers or newspaper-related organizations are involved:

- Two South Carolina papers—The State in Columbia and The Greenville News—carry a vocabulary lesson once a week during the school year. "Know Your Words" was produced in 1981 by the state Department of Education in cooperation with NIE personnel at South Carolina newspapers. The series of 78 camera-ready lessons was made available to all newspapers in the state.
- The Washington Post sponsors the SUCCESS in Reading and Writing Program in the District of Columbia public schools. The program uses a variety of materials, including newspapers, to teach reading and writing to students in pre-kindergarten through sixth grade, as well as to adults. The Post pays for supplies and teacher training sessions. It also pays the salary of the program's director and provides newspapers at a discount. Participation by teachers is voluntary. Last year, 134 teachers in 54 schools participated. The method also was used at three adult education centers.
- Jacksonville Publishing Co., publisher of The Florida Times-Union and Jacksonville Journal, provides administrative support for Focus on Literacy Development. FOLD, founded in 1976 by Jacksonville Publishing and the Junior League of Jacksonville, is an umbrella organization of community organizations and individuals working to improve literacy in Duval County. Its goal is to promote community awareness of the problem of illiteracy and of the efforts being made to fight it.
- The Journal Co., publisher of the Milwaukee Journal and Sentinel, recently became a contributor to the Laubach Literacy Center in Milwaukee. Several company staffers are volunteer tutors at the center, and an appeal for additional tutors was made through the company's in-house newspaper.
- The Gannett Foundation awarded a $73,000 grant to Literacy Volunteers of America Inc. for publication and distribution of materials on how to use daily newspapers to teach reading to adult illiterates [presstime, March 1984, p. 39].
- Gannett Foundation also gave $70,000 to launch a pilot before- and after-school program this month at two public elementary schools in Wilmington, Del., where Gannett Co. publishes The Morning News and Evening Journal. Reading is one of the topics emphasized in the Latchkey Program, operated by the Red Clay Consolidated School District.
- The Cincinnati Post has teamed up with Rothenberg Elementary School in the Cincinnati Business Committee's Partners in Education program. Last year, the first year of the partnership, 26 newsroom employees volunteered to work with teachers at the inner-city school whose students have the lowest achievement scores in the city. The majority of the volunteers did one-on-one tutoring in reading and other subjects. The amount of time employees spend off the job is left up to the individual employee and his or her department head.
- The Northeast Mississippi Daily Journal in Tupelo recently saw its model reading program adopted statewide. In 1977, the newspaper pledged $100,000 a year for 10 years to place reading aides in all first-grade classrooms in rural Lee County [presstime, Sept. 1981, p. 6]. The program was so successful in raising students' reading scores that the state Legislature in 1982 decided to fund an assistant teacher for every public first-, second-and third-grade class in the state. The Mississippi Reading Improvement Program began being phased in last year in first-grade classes.
- The International Newspaper Promotion Association recently developed materials for newspapers to use to promote the so-called "Reading Compact" method of improving reading speed and comprehension. The materials include information about this reading-improvement method as well as camera-ready print ads, radio spots and billboard layouts.

Other newspapers have announced plans to begin involvement in local reading programs and several state press associations are involved in literacy programs on the state level.

—Margaret Genovese

they do business."

As for the prediction that people will one day read their news off of television screens, Thorp comments:

"We tell people that we're not at all sure the concept of an electronic newspaper is ever going to develop in a very complete way. It's hard for us to imagine someone sitting down in front of a screen and calling up information in any kind of way that even approaches the efficiency of the daily newspaper."

Nevertheless, Thorp is one person who believes that "people are pretty clearly reading less" of everything today than they were 10 or 20 years ago and that television is just one of the things that has cut into their reading time.

"People are facing a shortage of time," he says, "and it's not just television. It's jogging, for example. You go out and jog for a half hour in the morning, and that's a half hour you can't spend on your newspaper."

In a 1978 ANPA News Research Report titled "Non-Readers: Why They Don't Read," Paula M. Poindexter reported that "lack of time" is the reason people give most often for not reading a newspaper. Yet profiles of dedicated readers show that they not only find time to read newspapers, they find time to watch television, read books and magazines, belong to community organizations, follow politics closely, and participate in hobbies and other leisure-time activities.

Mary Wahlgemuth, Milwaukee Journal and Sentinel

Milwaukee Journal copy editor Evans Kirkby (left), volunteer tutor at the Laubach Literacy Center, works with student John Nash.

That view is not shared by Postman, the author of *The Disappearance of Childhood* who is professor of media ecology at New York University. He maintains that the decline in reading has nothing to do with competition for time but is a matter of no longer needing to read to become an adult.

He said in his book that because "reading makes it possible to enter a non-observed and abstract world of knowledge, it creates a split between those who cannot read and those who can. Reading is the scourge of childhood because, in a sense, it creates adulthood."

To become an adult in a literate world, he wrote, "implies having access to cultural secrets codified in unnatural symbols"—that is, in writing. "In a literate world children must *become* adults. But in a nonliterate world there is no need to distinguish sharply between the child and the adult, for there are few secrets, and the culture does not need to provide training in how to understand itself."

Television has stripped adulthood of its secrets and laid them bare to all viewers, regardless of age, Postman said. The electronic media have "wrested" control of information from the home and school.

Television erodes the dividing line between childhood and adulthood in three ways, according to Postman. It requires no instruction to grasp its form, it makes no complex demands on either mind or behavior, and it does not segregate its audience.

"With the assistance of other, electric, nonprint media, television recreates the conditions of communication that existed in the fourteenth and fifteenth centuries."

Roy Peter Clark, associate director of the Poynter Institute for Media Studies in St. Petersburg, tells this story of the effect of television in his own home.

"I was born in 1948 in New York City and always had a television in my house and watched a lot of TV, but I must say that television was pretty tame in the '50s, and I felt a strong need and desire to read to find out things I wanted to know about the world. I couldn't find them out from watching television, so I had to go to books."

Clark remembers finishing *The Last Hurrah* in the eighth grade, "holding it in my hand and feeling, 'Now I'm an adult. . . . Now I'm ready to enter the adult world,' and I put the Hardy Boys behind me. I was ready for *The Catcher in the Rye*.

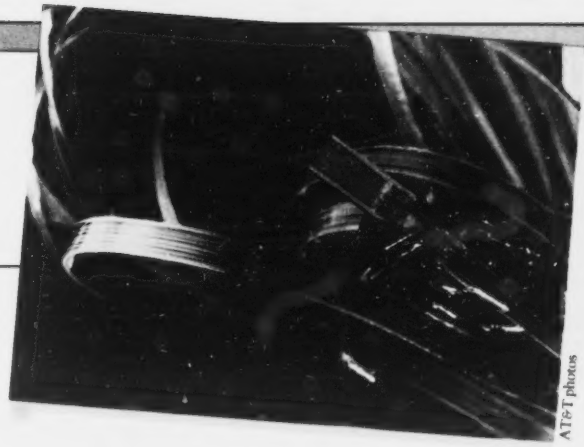
"I've tried and tried, now, to get my children to share in the same adventure, and they act—and other children seem to act—as though it were kind of beside the point."

But John Cheever wrote that the "obsolescence of the intelligent reader" has been "widely acclaimed and lamented" since the 1830s, with the invention of a photographic process by Louis Jacques Daguerre.

"The lamentations of the 1830s might be thought to have some present-day culmination in a scene where the thoughtful reader lets the book slip from his hand as he watches a fourth-rate soap opera on television; but in my opinion, any novelist who can't lure a reader away from a bad soap opera is wasting his time.

"The vast difference in attention strata appealed to by a visual dramatization on television and the words on a page is well known to us all. How absurd to think them competitive. The poet or storyteller who feels that he is competing with a superb double play in the World Series is a lost man. One would not want as a reader a man who did not appreciate the finesse of a double play." □

Fiber Optics



AT&T photos

Rapidly expanding technology promises to make huge inroads as telecommunications medium

BY PAUL KRUGLINSKI
presstime technical writer

Newspapers are watching and waiting as fiber optics, the advanced voice- and data-transmission process, is pulsating its way into new communications applications. Although the newspaper industry's use of fiber optics so far has been limited to data transmission between central offices and remote production plants, the high-speed capability and proven reliability of this new technology offer the potential of various applications for newspaper operations.

According to Kathleen Criner, ANPA director/telecommunications affairs, and AT&T engineers, fiber optics can provide quicker, more reliable links to replace cross-country or cross-town microwave systems, or, in the office, to replace existing cable or copper-wire connections between computers, terminals, telephones and other electronic devices. It can modernize existing communications ties by replacing tangles of fat cables while eliminating worries about thunderstorm interference and the possibility of wiretapping.

Three new projects are the focus of close attention as proving grounds for the evolving technology:

- Pacific Bell says there is extensive international interest in the firm's Olympic Project, a telecommunications system for the Olympic Games that included a 343-mile fiber-optics network for transmitting scores and other detailed sports information to users, including the media.
- Several telephone carriers, notably MCI Communications, are leasing easements along railroad tracks for the underground installation of optical-fiber telecommunications systems. Use of existing rail rights-of-way offers potential for the rapid growth of a whole new network of inter-city telecommunications.
- The Federal Communications Commission recently authorized the construction of TAT-8, a transatlantic communications cable that will employ fiber optics and greatly increase transmission capacity.

Several technologies. Fiber optics is actually a combination of several technologies, principally lasers, glass fiber, analog conversion and digital transmission. The optical-fiber telecommunications process, in rudimentary form, involves converting analog electronic signals—a voice over a telephone—into a digital format—the ones and zeros of the binary computer code.

Controlled by equipment known as "primary multiplexers" or "channel banks," a laser then converts the ones into minute particles of light and the zeros into non-areas of light that are conveyed through a strand of pliable, gossamer glass [presstime, Nov. 1980, p. 39].

Enormous volumes of information may be transmitted simultaneously over a single optical fiber and then, at the receiving end, deciphered and relayed to the appropriate destination. In the case of telephone conversations, the digitized light is reconstructed into an analog format. A single strand of optical fiber can handle as many as 6,000 telephone conversations simultaneously.

"Also, optics can carry video signals as well, so you can offer integrated data, voice and broadband video," ANPA's Criner points out. "Pacific Telesis has proposed building a coaxial-fiber system in Palo Alto, Calif., part of which will be used to provide cable services."

The concept behind fiber optics is not new. Nearly 30 years ago, researchers proposed using a glass medium as a conduit to transport light that represented information. During the mid-1960s, research in fiber optics began in earnest. By 1977, the first human voice was publicly transmitted by way of optical fiber.

Since then, the technology has been making quantum leaps as a data-transmission medium. AT&T reports that the amount of optical fiber it shipped to its divisions and to other telecommunications carriers ballooned from less than 4,000 miles in 1980 to about 200,000 miles last year.

Several technological advances have allowed fiber optics to make greater inroads into telecommunications.

The material used in the manufacture of the optical-fiber strands is much purer today than that of a few years ago. It has been said that a 12-mile-thick block of the raw material from which the fiber is made would appear as thin as a window pane to someone standing in front of it. This purity means that repeaters—the light amplifiers preventing a signal from dwindling into garble—can now be placed at greater intervals.

Experimentally, AT&T has been able to send data nearly 100 miles before a repeater is needed to amplify it.

The lasers used to create the light/non-light digital data have undergone substantial improvement, too. Lasers made of gallium arsenide have been miniaturized to widths equal to the diameters of the hair-thin glass fibers. These new lasers are capable of creating light impulses at a rate of 2 billion per second.

Also, improvements in the digital transmission have allowed processing of more information more quickly.

However, fiber optics is still in need of improvements in some areas.

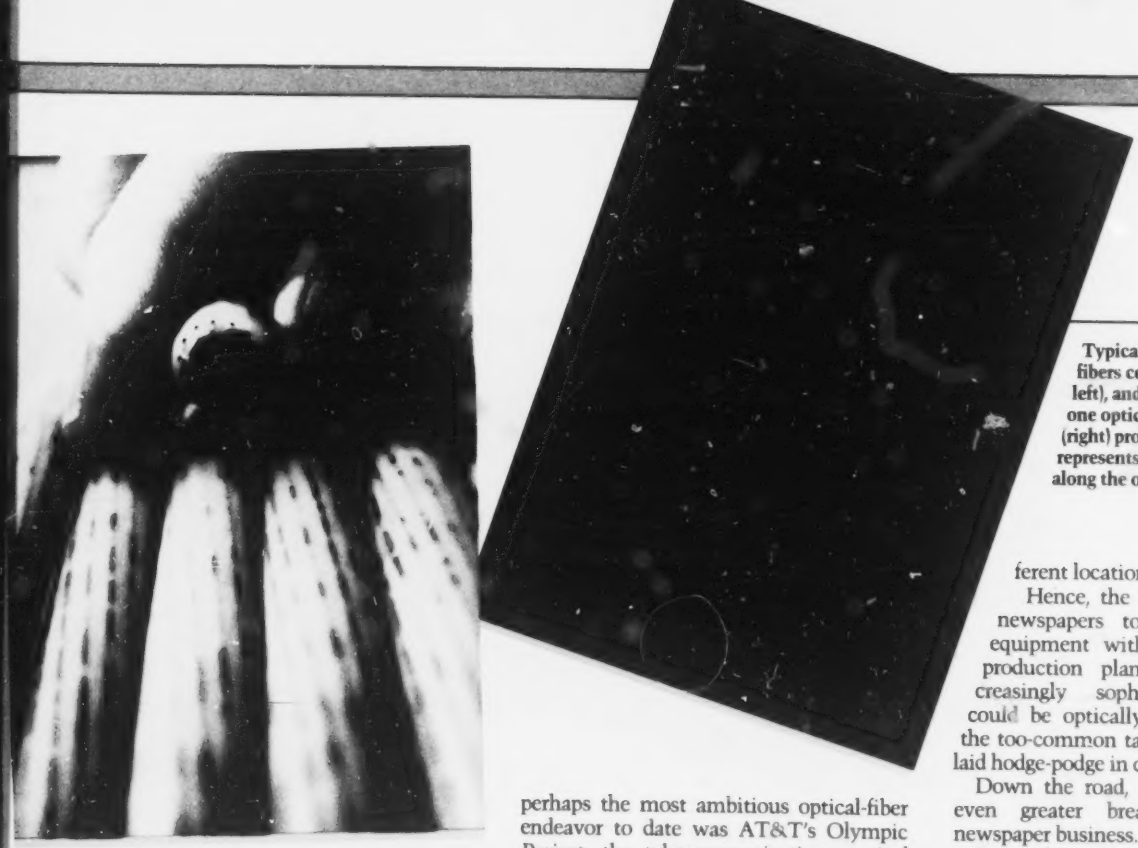
For instance, Criner points out that linking homes with fiber optics is not now considered economical.

"Another major drawback to fiber has been the inability to come up with an effective splicing process," she says.

However, GTE has developed what it calls its elastomeric splice, using a quartz tube, that it says has eliminated many of the problems of fusion splicing.

Newspaper uses. The latest advances will ultimately allow TAT-8 to transmit 280 million bits of data per second between North America and Europe.

"Fiber optics has become looked upon as having practical application in telecommunications," says Richard G. Atkins, director of communications at the Associated Press. "It's reached maturity." However, Atkins said the wire service has



Typically, 12 hair-thin glass fibers comprise one ribbon (far left), and 12 ribbons make up one optical cable (center). Lasers (right) produce the light that represents data and that is ferried along the optical cable.

not firmed up any plans as yet to use the transatlantic fiber-optics cable.

But in its current newspaper application of linking downtown offices with remote printing plants, fiber optics is winning rave reviews.

The Edmonton (Alberta) Journal was the first newspaper to employ fiber optics in this regard. The system was installed about two years ago and operated successfully for about a year, when management decided to deliver negatives by motor vehicle to the remote plant because of problems with equipment unrelated to the fiber link.

The only other North American newspaper known to be using fiber optics is The Bakersfield Californian. The technology is used to link the downtown office with a new remote printing site seven miles away.

"Fiber optics is more consistent and speedier" than microwave, says Jerry K. Stanners, the paper's chief executive officer. "We're very pleased with its performance."

It allows the paper not only to send completed pages to its News-Scan laser film exposure unit at the remote plant but also to relay telephone calls and computer data between the two buildings. Thus, one telephone and computer system serves two separate sites. The local telephone company installed and maintains the system.

Regarding other media applications, perhaps the most ambitious optical-fiber endeavor to date was AT&T's Olympic Project, the telecommunications optical network that connected the numerous and widely scattered Southern California playing sites for the recent Summer Games.

The optical-cable itself consisted of 144 glass strands capable of carrying 240,000 simultaneous conversations, transmitting graphics and allowing more than 2,000 "electronic message terminals" to interact with each other. It was the most expansive local-area network using fiber optics yet constructed.

Steven R. Copoloff, district manager for 1984 Olympics/engineering and operations, says analog communications technology served the 1976 Montreal Olympics well. But because of the geographic spread of the events, he says, analog technology would not have been adequate for the telecommunications demands at the Los Angeles Games.

With the optical-fiber system, reporters had "access to instantaneous information on the athletes and the results" through a network of terminals displaying the opically transmitted information, he says. There also were electronic message boards to help editors keep in touch with roving reporters. It was "a paperless environment" in which to gather news, notes Copoloff.

Besides linking remote sites, optical-fiber technology holds promise for newspapers as a data-transmission medium for smaller local area networks serving an office building initially and ultimately linking several buildings in different locations.

Hence, the thin fibers will allow newspapers to interconnect more equipment within their offices and production plants. Newspapers' increasingly sophisticated operations could be optically connected to avoid the too-common tangle of coaxial cables laid hodge-podge in ceilings and floors.

Down the road, fiber optics promises even greater breakthroughs for the newspaper business.

Researchers are investigating the possibility of using faster optical conductors as replacements for the silicon chips. Others say that as newspapers move toward electronic darkroom and remote color separation technologies, they will find fiber optics a natural adjunct to these advances.

Pacific Bell's Copoloff predicts that optical fiber will connect almost every household in the nation by the end of the century, possibly providing a single conduit for telephone, videotex, television, and even shopping and banking services. Nippon Telegraph & Telephone Public Corp. is making similar predictions for linking up Japanese homes with fibers.

Clearly, the telecommunications firms are betting heavily that fiber optics *is* the future for telecommunications.

AT&T, MCI, GTE, ITT and other North American firms own 50 percent of the transatlantic TAT-8 project, and all of these firms are also developing new fiber-optics networks—including the loops following the railroad tracks—that are providing additional, alternative links between cities.

One very possible result of all this activity is that communication satellites may become obsolete, researchers for the firms say. Some experts are saying that by the late-1990s, no more communications satellites will be placed into orbit because there will be ample ground communications via fiber optics cable. Atkins, Copoloff and others say that fiber optics is so cheap and dependable that using satellites won't be cost effective or practical. □

Paddy Sherman

A sensible sort of fellow who nonetheless takes risks

BY CLARK NEWSOM
presstime staff writer

Mountaineer. Scuba diver. Author. Journalist. Opera lover. World traveler. Member of the Explorers Club of New York City. Former pilot. Political analyst.

Meet Paddy Sherman, 56-year-old publisher of The Citizen in Ottawa.

Sherman, who was born in England, did not set out to be a journalist. "I wanted to go into the diplomatic service" there, he says, but World War II interfered with his plans. At 17, he joined the British Navy.

After a couple of years in the service, he got into the newspaper business "by accident" while working at a "terribly boring" job in a government taxation office in Newport, Monmouthshire (now part of Wales), when he was asked by the publisher of the South Wales Argus whether he would like to work at the paper as a "student" reporter.

There were no journalism schools in England then, Sherman notes, and the profession was learned over a four-year period by working, apprentice-like, with older journalists. Sherman had been recommended to the publisher by the headmaster of his grammar school, the equivalent of high school in the United States.

Sherman says he was surprised to learn that the headmaster had characterized him as "cheeky," because he thought of himself as shy.

He later worked as a reporter and copy editor at daily newspapers in Yorkshire and Leeds.

In 1952, he and his wife decided they "wanted more space" and moved several thousand miles away to Vancouver, British Columbia, where he landed a job on The Sun, then a locally owned paper. Six months later, he joined the competition—The Province, a Southam Inc.-owned newspaper in Vancouver.

He covered the legislature in Victoria, the provincial capital, for eight years before being promoted in 1965 to editor-in-chief of The Province. Sherman was named publisher in 1972. He took over the Citizen for Southam in 1982.

Many of Sherman's friends were surprised that he accepted the job in Ottawa, which is less accessible to many of the outdoor activities he enjoys. The reason he did, he says, was because he felt an obligation to be in Canada's capital in a time of "changes in our political system. Changes in the economy . . . and a new constitution which may lead to legal changes."

"As a reporter and publisher, Paddy has great instincts for government affairs," says E. Paul Wilson, vice president/marketing for the Toronto-based Southam group.

Wilson, who was advertising director at The Province when Sherman served as editor there, adds, "He's a very cultured guy." One of Sherman's hobbies is collecting opera recordings.

Richard H. Leonard, editor of The Milwaukee Journal, notes that Sherman is "a good guy to be with. He makes pertinent observations. He's very direct . . . gets right to the point." Leonard is chairman of the executive board of the London-based International Press Institute, in which Sherman is active as chairman of the Canadian section.

W. O. Heine, who retired last May as editor of The London (Ontario) Free Press and who also has been active in IPI, says of Sherman, "What appeals to most people is his winning personality. Another thing is, he's so damn sensible. It's the good sense of his directness."

The compactly built and soft-spoken Sherman, a former vice president of the Alpine Club of Canada, graduated to mountain climbing from "rock climbing in Britain" as a youth.

He has climbed the Andes in Chile and Argentina, as well as mountains in East Africa and Alaska. He helped reorganize a mountain rescue group in British Columbia and was one of the few to see the wreckage of a four-engine Air Canada North Star that disappeared in the coastal mountains of British Columbia in the mid-1950s. "I was involved as a newspaperman and as a mountaineer," he says. It took six months to find the isolated wreckage in which more than 60 people perished.

Sherman got into scuba diving in 1970 after building a cottage on Galiano Island, between Vancouver Island and the mainland. "Some of the best diving in the world is there," he says. He has since dived in the Caribbean Sea, off Australia's Great Barrier Reef, in Hawaiian waters and in the Indian Ocean.

Sherman's interests are reflected in the books he reads—and writes. His first book, published in 1965, was *Cloud Walkers*, about Canadian mountain climbing. In 1966 he wrote *Bennett*, about W.A.C. Bennett, the late premier of British Columbia. In 1981 he wrote *Expeditions to Nowhere*, which focuses on his own mountain climbing experiences around the world.

He does not have a book planned "at the moment" but would like to write about political matters. Sherman, who also is chairman of Southam News, a private newsgathering organization for the Southam newspapers, says he finds it harder to write about such matters now that he's "away from the firing line," no longer a reporter able to devote his full-time attention to political affairs.

Naturally, the writer is a reader, as he believes everyone in the newspaper business must be. One of his pet peeves is "journalists who tend to think themselves literate because they read their own paper and Time magazine" and never crack a book.

Generally, however, reading habits and trends appear quite healthy in Canada, he says.

Sales of books and magazines, and library usage, have risen while, "at the same time, there has been a dropping off in television-watching by people of better education." The circulation of The Citizen (183,898) is "growing steadily," he notes.

Sherman and his wife, Maureen, have four grown children—three daughters and a son. □

Will the Old Journalism of Despair give way to the New Journalism of Hope?

BY ALLEN H. NEUHARTH

There is a rising tide of public opinion that claims the press is distorting the public's view of life across the United States.

Ben Wattenberg, who makes a living charting the moods and demographics of the nation, is writing a book called *The Good News is the Bad News is Wrong.* He says that Americans have never had it so good, but a totally different image—one of despair and failure—comes from a daily dose of newspapers and television.

Wattenberg puts it this way: "The problem of the media in the modern world is not that they don't get their stories right, but that too often they miss the right stories."

He says the media suffer from a bad-news bias, and he says most news judgments are determined by three criteria:

1. Bad news is big news.
2. Good news is no news.
3. Good news is bad news.

Wattenberg is not the only person waking up to this message.

Wes Gallagher, the no-nonsense, widely respected former general manager of the Associated Press, spoke recently to some key AP executives. He made this penetrating observation:

"The average reader or listener is earning a decent wage, has a satisfactory family life, is proud of his children and what he has accomplished. He is also proud of his country. He has come to feel that somehow what he reads and sees is threatening his way of life and he resents it."

Gallagher is quick to point out that it is not good news vs. bad news; that is a misnomer anyway. One person's blizzard is another person's ski trip.

It is the constant negative tone that is getting the public down on the press and paves the way for demagogues on the left and right to rally people against the press to further their own causes.

What some readers think we have lost is our sense of balance or perspective.

Americans on the whole are not negative. If anything, they are growing more positive. Recent polls, for example, suggest the mood of the public is brighter than it has been in years.

Or consider this recent statement by Horace Busby, once an advisor to Lyndon Johnson: "What I have begun to hear in this decade is a wonderful chorus of celebration. Americans are newly proud of their country, they like their work, they feel good about themselves . . . a miracle is occurring before our eyes. We are becoming a new people."

Allen H. Neuharth

Our challenge as men and women news professionals is to give the public a truer, clearer image of itself.

Very frankly, I am not sure all newspaper and broadcast people really care about this goal. We must re-examine the whole tone and attitude of the information business. We must concern ourselves with our philosophy and our purpose—as well as our profits.

The issue boils down to this: Whether we in the media are going to continue to practice the Old Journalism of Despair or a New Journalism of Hope.

The Old Journalism of Despair is a technique of usually leaving readers or viewers or listeners discouraged or mad or indignant.

The New Journalism of Hope is the technique that chronicles fairly the good and the bad, and leaves readers fully informed to judge what deserves their attention and/or support.

Gannett has launched a little experiment in the journalism of hope that we modestly refer to as The Nation's Newspaper. In less than two years, USA Today has gained the attention of not only readers and advertisers, but marketing experts as well.

As the first general-interest national daily newspaper, USA Today has broken industry circulation records. No other newspaper has grown so fast in such a short time. For the first quarter of 1984, USA Today averaged a daily net paid circulation of more than 1.3 million, making it the third-largest newspaper in the country, behind only The Wall Street Journal and the New York Daily News—two newspapers that have been around 95 and 65 years, respectively.

USA Today has become what many people call the most talked about newspaper in the country. We think that's primarily because it reflects the good as well as the bad, the glad as well as the sad—of what's happening daily across the USA.

And isn't that what media mirrors should reflect?

Think about it. Look into your own lives and those of your families. Is life all despair and monotony? Are we always either mad or indignant or both? Do we expect our news to come only with a depressing angle? We all know that is not true for most of us. But even if it were, is it the role of newspapers or broadcast stations to help us wallow in it—or to help

We must be sensitive to the need for our newspapers and broadcast stations to truly mirror society, man and woman, black and white, young and old, the good and the bad, the glad and the sad. This will help restore public respect and confidence in the press.

If we do that, we will not only preserve our freedom of the press, but we will deserve it also—and all Americans will benefit. □

Neuharth, a former chairman and president of ANPA, is chairman and chief executive officer of Gannett Co. This article is adapted and expanded from his remarks June 21 in Cleveland before the National Federation of Press Women.

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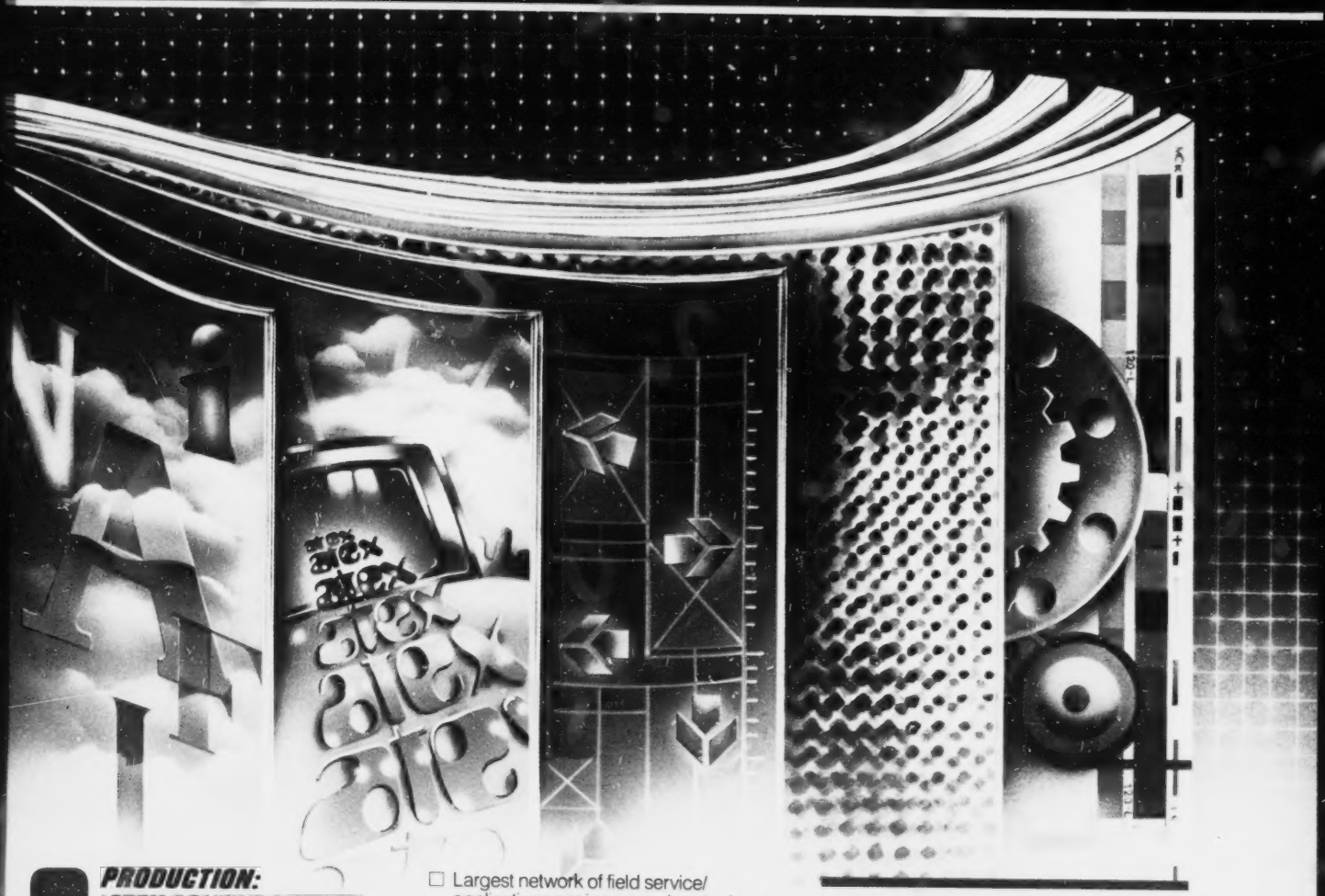

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REGULATIONS

FCC's lifting of ownership limit affects few newspaper firms

Don't expect newspapers to go on a broadcast station buying spree Sept. 8. That's the day when the Federal Communications Commission ruling increasing the number of commercial radio stations a single owner can hold takes effect.

Only three newspaper-related firms currently are at the FCC's limits for radio station ownership.

It might be a different story, however, if the FCC were to lift its limits on commercial TV station holdings, as it recently proposed to do. Sixteen newspaper-related companies currently are at the FCC's limits on TV station ownership, and many are reported eager to acquire new TV outlets. But the commission has now postponed any change in the television-ownership limit.

The on-again, off-again story of the FCC's broadcast-ownership rules began July 26 when the commission voted to raise its current limits of seven AM radio stations, seven FM radio stations and seven television stations (no more than five of which may be VHF stations) to 12 of each (with no restrictions on the number of VHF stations), and to abolish the limits in 1990 [presstime, Oct. 1983, p. 23].

However, under congressional pressure, the commission two weeks later postponed raising the TV ceiling until April 1, 1985, at the earliest.

One of the major questions in the debate over the ruling is the effect it would have on the major television networks.

Supporters, including FCC Chairman Mark S. Fowler, believe lifting the limits could create programming competition for the three networks from large group owners of TV stations.

But critics, among them the Motion Picture Association of America, argue that it would give the networks too much power. They point out that with ABC, CBS and NBC now owning five big-city VHF stations apiece, each network already has stations with signals capable of reaching 20 percent of the national TV audience.

Other opponents contend the TV rule change could price small businesses and minorities out of the TV market if station prices escalate due to bidding wars.

Newspaper analyst John E. Morton, who tracks 14 publicly owned newspaper companies, does not believe a newspaper rush for more radio ownership is coming. "As evidenced by the fact that only one of these companies (Gannett Co. Inc.) has a full complement of radio stations now, I don't think you will see any of these companies rushing out to buy radio stations as a result of this. They haven't been rushing out to buy them in the past," Morton observed.

However, "television is another matter," said the Washington, D.C.-based analyst for the brokerage firm of Lynch, Jones & Ryan.

Most of the companies Morton follows have suggested that they would be among those seeking television station purchases if the limits are lifted, he said.

Television stations are "a lot more attractive" than radio stations for most newspaper companies, he explained. Television stations are less competitive, offer greater profit opportunities and are "more stable" businesses.

Park Communications Co., a publicly held newspaper company not tracked by Morton, is reportedly the only firm in the country to own the maximum number of all three types of broadcast properties. President Roy H. Park said his company "may be looking at some radio stations, if some good properties come our way."

If the TV limit is lifted, he added, "we will certainly be seeking to acquire some TV stations" in markets ranging between the 40th and 80th largest in the country.

The FCC eventually will change its TV station ownership limits, predicted analyst John S. Reidy, but probably not by increasing the number of stations that can be owned.

"We fully expect that the FCC, after its consultation with key members of the House and Senate, will issue a new rule-making (limit) early next year, probably based on a percentage of total market reached," said Reidy, vice president of the New York City brokerage firm Drexel Burnham Lambert. He said he expects the single-ownership cap to be in the area of 25 to 30 percent of total national market reached.

Limiting the share of the total TV audience to which one owner has access had been the mechanism advocated by FCC Commissioner Mimi Weyforth Dawson, the only one of the five commissioners to vote against the rule change as originally outlined. —*Margaret Genovese*

Newspaper companies at the limits

According to an analysis of a list published July 30 in Broadcasting magazine, the following newspaper-related companies are at one of the FCC's broadcast ownership limits or will be when announced acquisitions are finalized:

Allbritton Communications Co., five VHF TV stations; Belo Broadcasting Corp., five VHF TV stations; Bonneville International Corp., Salt Lake City, seven FM radio stations; Capital Cities Communications Inc., seven TV stations; Cox Communications Inc., seven FM radio stations, seven TV stations; Forum Publishing Co., Fargo, N.D., five VHF TV stations; Gannett Broadcasting Group, seven AM radio stations, seven FM radio stations, six TV stations—five of which are VHF.

Also, Gaylord Broadcasting Co., Oklahoma City, seven TV stations; Gillett Group Inc., Nashville, five VHF TV stations; Hearst Broadcasting Group, five VHF TV stations; Knight-Ridder Broadcasting Inc., six TV stations—five of which are VHF; Meredith Broadcasting Group, Des Moines, seven TV stations; Park Communications Co., Ithaca, N.Y., seven AM radio stations, seven FM radio stations, seven TV stations; Pulitzer Publishing Co., seven TV stations; Scripps-Howard Broadcasting Co., seven TV stations; and Times Mirror Co., seven TV stations.

EPA levies fines for ink PCBs

The U.S. Environmental Protection Agency is seeking fines totaling $457,500 from pigment manufacturer Magruder Color Co. Inc. and a Magruder subsidiary for alleged violations of the Toxic Substances Control Act.

EPA's administrative complaint charges the companies with 148 counts of unlawfully manufacturing, processing, distributing, labeling and disposing of polychlorinated biphenyls, EPA's New York regional office announced Aug. 10.

The action stems from the discovery of PCB-contaminated yellow ink at the San Jose (Calif.) Mercury News. The source of the contamination was traced by EPA through two California ink manufacturers to pigment supplier Magruder. Although the EPA investigation focused on the San Jose incident, at least two dozen other newspapers also found they had PCB-tainted yellow ink. The contaminant in the ink was dichlorobiphenyl.

EPA also issued a notice of non-compliance to one of the two ink manufacturers involved in the San Jose incident, Cal/Ink of Berkeley, Calif., but did not levy a fine. Cal/Ink is a division of Flint Ink Corp.

The second ink company, United States Printing Inc. of San Leandro, had an exemption allowing it to exceed EPA's limits for PCBs, according to a spokesman in EPA's San Francisco regional office.

In a statement also issued Aug. 10 through its New York City public relations firm, Magruder said that, "as a small business," it was "surprised and disappointed at this harsh action by the EPA." It said it would "continue discussing the matter" with EPA officials and is "hopeful of a reasonable resolution." The company said the large number of charges against it is "a multiple" of the number of pigment batches that EPA says it produced with PCBs above allowable limits.

An EPA spokesman said the agency expects to have a "settlement conference" with Magruder. The conference, requested by Magruder, would give the manufacturer a chance to discuss the charges against it and could result in modification in the size of the penalty, the spokesman said.

At Flint Ink, Secretary-Treasurer Thomas W. Clarke said his company has received the non-compliance notice from EPA and will respond to its request for information on steps taken to prevent a recurrence of the contamination.

In announcing its action against Magruder, EPA said its officials inspected Magruder's Elizabeth, N.J., plant as well as a plant of its subsidiary company, Indol, in Carteret, N.J., and determined that PCBs "were an unwanted byproduct of the manufacturing and processing operations" at both locations.

Random sampling conducted by EPA of other pigment manufacturers in various parts of the country found no other incidents of PCB contamination, EPA said.

Meanwhile, California's Division of Occupational Safety and Health completed its inspection of another California newspaper and found only "traces" of PCBs in ink there. The Daily Review in Hayward had requested the inspection to assure its employees that working conditions were safe after some PCB-tainted yellow ink was discovered and removed.

According to agency spokeswoman Dianne H. Deinstein, the greatest amounts of PCBs found at the Hayward newspaper were 3 parts per million in black ink, 2 ppm in yellow ink and 4 ppm in red ink. Those levels are well within new federal regulations for inadvertently generated PCBs, which allow a maximum of 250 ppm of dichlorobiphenyl at any one time, and an annual average of 125 ppm [presstime, Aug. 1984, p. 37]. □

Black ink study urged again

A second review panel has approved a proposal that the National Toxicology Program test black newsprint ink for possible cancer-causing effects.

The NTP Board of Scientific Counselors Aug. 16 recommended that a composite sample of various brands of black letterpress inks and a composite sample of black offset inks be tested.

The recommendation from that group of non-governmental scientists differed somewhat from the earlier recommendation by NTP's Chemical Evaluation Committee, composed of scientists from each of the federal regulatory and research agencies in the NTP [presstime, Dec. 1983, p. 20]. That committee had recommended tests be conducted on more samples—offset and letterpress ink obtained from the four major manufacturers of black newsprint ink and also on two major components of the inks.

The NTP Executive Committee will consider both recommendations when it decides whether to test black ink. A meeting is scheduled Oct. 16.

The National Institute for Occupational Safety and Health had nominated the inks and their components for NTP testing. □

Texas lawyer assumes top OSHA post

Robert A. Rowland was sworn in July 23 as the new head of the U.S. Occupational Safety and Health Administration. He received a "recess appointment" to the post, which means that his nomination will have to be resubmitted to the Senate in the next session of Congress.

Rowland, 52, was chairman of the Occupational Safety and Health Review Commission. Prior to government service, he practiced law in Austin, Texas. He replaces former OSHA head Thorne G. Auchter, who resigned in March to return to private business [presstime, April 1984, p. 40]. □

FTC issues policy on ad claims

The Federal Trade Commission has unanimously adopted a policy statement on the substantiation of advertising claims.

The commission July 27 reaffirmed that it expects advertisers to have a "reasonable basis" for making claims about their products. It adopted three "refinements" in how it enforces that policy:

- It will seek substantiation from individual companies whose advertising it is investigating, rather than probing entire industries [presstime, May 1984, p. 50]. Unlike the previous "rounds," individual requests for substantiation will not be made public.
- In determining how much evidence is adequate to back up a claim, it will balance the amount of damage that could be caused to consumers if a claim turned out to be false against the benefits to consumers if it were true.
- In certain cases, it will consider substantiating evidence developed after a claim was made. □

LEGISLATION

Panel OKs FOIA exemption

Legislation to exempt certain CIA operational files from the search and review requirements of the Freedom of Information Act has been approved by a second House committee and now is ready for action by the House of Representatives. A similar bill already has passed the Senate.

The proposed Central Intelligence Agency Information Act is intended to give the CIA administrative relief from searching for and reviewing files for information that would be exempt from disclosure under the FOIA anyway. Eliminating the need to search for unreleasable information should speed processing of valid FOIA petitions, the CIA has said.

The Government Information Subcommittee added several amendments to HR 5164 before it was approved July 31 by the full Government Operations Committee.

One would require the CIA to issue a semi-annual public report for two years on how it is complying with the measure. That action was in keeping with a recommendation by ANPA that Congress should exercise "skeptical oversight" over how the CIA administers the measure if it is enacted [presstime, June 1984, p. 36].

Another amendment says the federal Privacy Act could not be used to deny FOIA requests. The amendment, which would overturn regulations of the Department of Justice and the Office of Management and Budget, relates to information held by other government agencies as well as by the CIA. ANPA protested last year when OMB proposed its rule [presstime, Nov. 1983, p. 14].

The bill was previously approved by the House Permanent Select Committee on Intelligence.

Information Subcommittee Chairman Glenn English (D-Okla.) has indicated his panel will not approve legislation similar to S 774, the major FOIA bill passed last year by the Senate and opposed by press groups. But his staff in late August was drafting new legislation that could incorporate some of the less controversial provisions of S 774.

Among them is a provision to notify a business of any FOIA request for information the business had previously submitted to the government with the understanding it was protected from disclosure under FOIA's exemption for trade secrets and other privileged information.

ANPA is in favor of such business notice proposals.

Also on the FOIA front, news organizations won a small measure of recognition from another House committee that lawsuits challenging denials of FOIA requests deserve expedited action in federal courts.

Before approving a bill that would eliminate most existing civil court calendar priorities, including the existing priority for FOIA cases, the House Judiciary Committee added an amendment giving the FOIA as an example of the kind of case that should receive expedited treatment if the facts justify it [presstime, July 1984, p. 52]. The bill is expected to be considered by the House by mid-September. It is unclear, however, whether the Senate will act before the Congress adjourns. □

Resolution seeks election-day restraint

Legislation is moving through Congress that calls upon broadcast and other news media to refrain voluntarily from "characterizing" or projecting the results of an election before all polls close.

The non-binding resolution, H Con Res 321, was approved by the Senate Commerce Committee Aug. 8. It passed the House June 26.

The resolution also addresses "exit polling" by urging the news media, including professional and trade organizations, to adopt voluntary guidelines assuring that information obtained by interviewing people after they have voted is not used to project election results before the polls close. □

'Insider trading" measure signed

President Reagan Aug. 10 signed into law the new "insider trading" measure that stiffens rules for people who deal with sensitive financial market information before public disclosure.

The measure also includes stronger penalties for violating the law.

Senate sources said the bill is not intended to expand prosecution beyond previous law.

But some media interests are concerned that journalists could be endangered by language specifying liability when "communicating" certain information [presstime, Aug. 1984, p. 38].

ANPA in late August was analyzing implications of the new law. □

STATE AND LOCAL

Virginia and Idaho newspapers oppose state tax revisions

Revenue-hungry states looking for ways to fill their coffers continue to involve newspapers in their search for potential additions to the tax base.

But unlike newspapers in some places that are fending off new legislation, Virginia and Idaho papers are facing reinterpretations of old laws.

Moreover, newspapers are not the primary targets. In Virginia, they would be affected peripherally by a new regulation aimed at the advertising industry. In Idaho, newspapers are caught up in an 11th hour legislative maneuver that an official of the Idaho Press Association branded an "accident."

The Virginia Department of Taxation is considering an administrative proposal to extend the state's 4-cent sales tax to production costs for advertising. Under the proposal, newspapers would be taxed only for special production costs related to advertising such as "additional charges for color, special effects, or special photographic techniques. . . ."

The Virginia Press Association testified at an Aug. 16 hearing of the Virginia Department of Taxation that these costs

were for services, not products, and therefore should not be subject to the sales tax. Speaking for VPA, Frank Nanney, publisher of The Enterprise of South Hill, called the proposed tax "especially inappropriate and short-sighted" because "it actually has a negative affect on retail sales which benefit the Virginia economy and gross sales tax revenues of the state."

Also testifying against the proposed regulation were an array of local groups, including the Virginia Association of Broadcasters and Virginia Retail Merchants Association, as well as local representatives from national organizations including the American Advertising Federation, American Association of Advertising Agencies and Outdoor Advertising Association of America.

A departmental decision on whether to push for the proposed interpretation of the law is expected this fall, with any new regulations scheduled to go into effect in 1985.

If the change is implemented, opponents are considering a court challenge or an appeal to the legislature.

In Idaho, a last-minute change in a bill raising the sales tax from 3 cents to 4 cents also dropped from 15 cents to 11 cents the minimum sale for which the tax is collected.

This brought most Idaho newspapers under the sales tax for the first time. Newspapers had been exempt because the difference between the price of each paper minus the cost of delivery had been less than 15 cents.

Most papers would not be excluded by the 11-cent minimum sale price, said Bob D. Hall, executive director of the Idaho Press Association. He estimates that the annual cost of the tax to Idaho newspapers to be about three quarters of a million dollars.

The new minimum, added without debate by the legislators, was buried in the flood of bills that passed in the final days of the state's 1984 legislative session. This particular item was not discovered by newspapers until after the bill had been signed by the governor, and it was too late for them to object.

Because the Idaho Legislature cannot consider changing the law until it reconvenes in January 1985, the state press association is looking into a court challenge.

In the interim, the press association is advising member newspapers to abide by the law by paying the tax.

Hall said there was no intent on the part of the legislature to include newspapers under sales taxes. "We've been had by a twist of fate," he said, calling it a "tax by accident." □

COURTS

Favorable story about judge disrupts case against paper

The 1st U.S. Circuit Court of Appeals said a judge who issued nominal damages in an antitrust case against The Providence Journal Co. should have excused himself from the case because the newspaper published a flattering story about him. Another District Court judge will now decide matters relating to damages and legal fees.

Home Placement Service Inc. had sued the Journal Co. for not accepting classified advertising that offered, for a fee, a list of rental properties. The Journal Co., which previously won a similar case filed by a company called Homefinders of America, lost an appeal of the Home Placement decision. The U.S. Supreme Court refused to hear the case, which was sent back to the District Court for a determination of damages and fees [presstime, April 1983, p. 12].

Bruce M. Selya of the U.S. District Court in Providence received the case on remand, although he was not the original trial judge. On Nov. 10, 1983, Selya awarded damages of $3 to Home Placement.

Three days later, The Providence Journal ran a story on Selya's home, noted for its architecture and the manner in which it has been refurbished. The piece mentioned highlights of Selya's and his wife's careers.

Home Placement Dec. 19 asked Selya to remove himself from the case because of the article, but he refused to do so Dec. 21. The next day, Dec. 22, Selya went on to order that the newspaper company pay $36,575 in attorney's fees.

The newspaper had asked to do the story on Selya's home years before Selya became a judge, but he declined to be interviewed on the basis of privacy, according to court documents. The newspaper again asked for an interview after Selya took his position on the bench, and he granted the request. "I felt that I had given up a large measure of my privacy, that I was not in a position to deny the interview request," Selya explained in court documents.

Publication of the story and Selya's involvement in the classified advertising case was a coincidence, said Edward F. Hindle, an attorney for the newspaper. "Unfortunately," he said, "it was one of those cases where the left hand didn't know what the right hand was doing" within the newspaper organization.

The appeals court said, "We have no doubt that Judge Selya decided the issues on this case impartially." But "we are compelled to find that factual grounds existed for a reasonable person to doubt his impartiality" when deciding on the damages issue.

The court also said that under the circumstances, federal law and the Code of Judicial Conduct required Selya to disqualify himself. □

COURT BRIEFS

• A federal appeals court has allowed Stock Market Magazine to **continue publishing** pending appeal of a lower court order that it cease publication.

The Securities and Exchange Commission filed suit against the magazine, charging that the publication is an investment advisor operating without a license. The SEC rules are vague and the commission's enforcement action oversteps First Amendment rights.

The U.S. District Court in Washington, D.C., sided with the SEC and issued a summary judgment against the magazine. The U.S. Court of Appeals, District of Columbia Circuit, Aug. 13 lifted that decision until it hears merits of the case.

• Trial will begin Nov. 20 in U.S. District Court, Los Angeles, in an **antitrust suit** filed by Sports Eye newspaper against the Daily Racing Form and the Hollywood Park race track in Southern California.

Among other things, Sports Eye contends that the Racing Form and Hollywood Park have conspired to prevent Sports Eye from procuring information at the track. The defendants deny the allegations.

• The U.S. Postal Service said it will appeal to the 6th Circuit a judge's decision that a Tennessee **free-circulation weekly** newspaper can take advantage of second-class, in-county postal rates [presstime, Aug. 1984, p. 35].

Canada's preprint mail service draws publishers' ire

As newspaper publishers in the United States battle to curtail the loss of preprinted advertising to third-class mail, a similar challenge may be taking shape in Canada.

Some Canadian publishers are concerned about heightened efforts of Canada Post to attract direct-mail advertising. They say the postal service, a Crown corporation, is using public tax dollars to take preprinted ad insert business away from newspapers by making it cost-effective to distribute preprints through the mail.

"They are using our own money to fight against us," said Michel Matteau, publisher of L'Hebdo du Saint-Maurice, a weekly in Shawinigan, Quebec. He added, "We are losing money. We are losing business" to Admail, Canada Post's equivalent to U.S. third-class, bulk-delivery service.

Roger D. Landry, publisher of La Presse of Montreal and president of the Quebec Association of Daily Newspapers, said Canada Post's competition is "completely disloyal."

Admail so far has cut into some newspapers' revenue from grocery store preprints. It involves mailing single, unaddressed preprints in bulk quantities.

As yet there is no shared-mail service resembling "marriage mail" in the United States, in which two or more advertising preprints are united in the same low-cost mail package.

Admail prices range from 5 to 7.5 cents (Canadian) per piece, depending on quantity and level of presorting, said Canada Post spokesman Laszlo Szabo. The minimum U.S. third-class rate is 7.4 cents for pieces weighing up to 3.91 ounces. A first-class stamp in Canada costs 32 cents (Canadian); it costs 29 cents in the United States.

Szabo said Admail is helping the mail system comply with the three federal mandates established in 1981 when Canada Post became a Crown corporation: to become financially self-sufficient by the Canadian fiscal year beginning April 1, 1986, to improve general mail service and to develop good postal labor relations.

Szabo said that Admail is a profit-making service that allows Canada Post to meet advertisers' demands for target-marketing of their messages. And, he added, it is helping to improve postal labor relations in that carriers receive 1.7 cents above their normal paychecks for each advertising circular they deliver.

The Canadian postal system, Szabo said, has been delivering advertising mail since the turn of the century, but most of the growth in the unaddressed, bulk-mail category has taken place in the last 10 years. Over the past two years alone, he said, Admail has grown about 20 percent. Last year Canada Post delivered 1.6 billion pieces of unaddressed advertising mail.

The U.S. Postal Service said last year it delivered 16.7 billion pieces of third-class mail presorted to a carrier route. That represented a 21.5-percent increase from the previous year.

Matteau said Canadian publishers will "fight very hard" against the Admail threat, although there is little that can be changed before the Sept. 4 national elections. He said he intended to raise the issue with Prime Minister John N. Turner and challenger Brian Mulroney, arguing that Admail is "against what we expect of our government in North America."

Mulroney has told some publishers he agreed with their concerns over Admail.

—C. David Rambo

Who are the decision-makers for

Setting postal rates is a complicated process involving decisions on sophisticated economic theory as well as more intangible, social considerations. Yet members of the two bodies that make the decisions—the Postal Rate Commission and the governors of the Postal Service itself—are largely anonymous.

Here is a roster of each of these groups.

Postal Board of Governors, which proposes new rates to the Postal Rate Commission:

- Chairman John R. McKean of San Francisco, president of John R. McKean Certified Public Accountants. Term expires December 1991.
- Vice Chairman Frieda Waldman of Montclair, Calif., administrator of the Forrest Day School. Term expires December 1992.
- David E. Babcock of St. Louis, management consultant and former chairman of the board of May Department Stores Co. Term expires December 1988.
- George W. Camp of Atlanta, former regional director of the U.S. Postal Service Customer Services Department, Southern regional office in Memphis. Term expires December 1985.
- Ruth O. Peters of Arlington, Va., former director of the Office of Postmaster Selection in the USPS Employee and Labor Relations Group. Term expires December 1987.
- John L. Ryan of Indianapolis, president and chief executive officer of Dean Brothers Pumps Inc. Former chairman of the Postal Rate Commission, 1971-73. Term expires December 1989.
- William J. Sullivan of Bangor, Maine, vice chancellor and treasurer of the University of Maine. Former USPS director of planning, 1969-71. Term expires December 1984.
- Peter E. Voss of Canton, Ohio, president and chief executive officer of Northeastern Inc., a diversified engineering, metal-processing equipment and power transmission systems firm, and chairman of the board of Decisions Systems Inc., a management consulting firm. Term expires December 1990.

(Postmaster William F. Bolger, who said he will retire the end of this year, and Deputy Postmaster General James Finch serve as members of the Board of Governors but do not have voting rights in rate cases and in certain other matters.)

Postal Rate Commission, an independent body that passes judgment on the governors' requests and may propose an entirely different set of new rates (it currently is deliberating testimony in the pending rate case and must render a decision by Sept. 10):

- Chairman Janet D. Steiger of Washington, D.C., author, scholar and consultant. Widow of the late Rep. William A. Steiger (R-Wis.). Term expires October 1986.
- Vice Chairman John W. Crutcher of Alexandria, Va., former lieutenant governor and state senator of Kansas and for-

Appropriation OKd

House and Senate conferees Aug. 9 agreed on an $801-million "revenue foregone" appropriation. It would allow rates for newspapers mailed in-county—and for newspapers mailing fewer than 5,000 copies outside the county—to remain at current levels, at least until the pending rate case is decided, postal experts say. □

Correction

A report in the August 1984 issue (p. 40) incorrectly stated that ANPA's proposal for a new third-class postage rate in the current postal rate case is the highest rate proposed by any party for pieces weighing less than 1 ounce. The Association's proposal, with some exceptions, is the highest for pieces weighing *more* than one ounce. Presstime regrets the error. □

postal rates?

mer presidential campaign aide to Ronald Reagan. Term expires October 1986.

• James H. Duffy of Bethesda, Md., former secretary for the majority of the U.S. Senate. Term expires November 1984.

• Simeon M. Bright of Keyser, W. Va., former special assistant to the assistant postmaster general for personnel and former real estate executive. Term expires October 1988 assuming Senate confirmation of his December 1983 reappointment to the commission; without Senate confirmation, term expires the end of the current congressional session.

• Henry R. Folsom of Arlington, Va., former consultant and adjunct professor in the Urban Affairs and Public Policy Department of the University of Delaware. Term expires October 1988.

Ex parte rules prohibit lobbying of Postal Rate Commission members.

There are rules restricting access to governors from the time the rate commission issues its decision until the governors act on the recommendation. During that period, the governors are not supposed to "receive oral communications relevant to the merits of the proceeding from any interested person." Written communications are allowed, but they should not exceed 15 pages in length. They are encouraged to be submitted no later than 10 days after the commission issues its recommended decision.

The ANPA Legal Department can provide further details. □

Shedding more light on ad readership

BY GUIDO H. STEMPEL III

Guido H. Stempel III

In our June column we reported news readership results from a study conducted by the Newspaper Advertising Bureau as part of the Newspaper Readership Project. Now the bureau has released a new report of the advertising readership results from that same 1982 nationwide study in which 1,979 randomly selected adults were interviewed.

The study reports that the average newspaper ad was read by 16 percent of the respondents. Readership varied considerably, however, with the size of the ad. Twelve percent read the average quarter-page ad, while 44 percent read the average full-page ad. National ads had slightly higher readership than retail ads.

Color doubled readership, with the average readership being 31 percent for ads with color and 15 percent for black-and-white ads.

The study also offers an answer to the age-old left-hand page vs. right-hand page question. The answer: It doesn't make any difference.

Readership does vary considerably by product category, with supermarket ads the clear leader with 36-percent average readership.

These results are reported in "Newspaper Pages, Ads & Readers," available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

• • •

Editorial pages are healthier than ever. That's the conclusion of Professor Ernest C. Hynds of the School of Journalism and Mass Communication at the University of Georgia. He repeated last year a survey on editorial pages that he had made in 1975. He sent a questionnaire to the editor or editorial page editor of one-fourth of the country's daily newspapers. They were selected randomly. In 1975, 51 percent responded; last year, 45 percent responded.

He found that more space is being devoted to editorial-page materials than was in 1975. Almost 44 percent of the editors said their paper is running an op-ed page at least once a week, compared with 30 percent in 1975.

Two-thirds of the editors said they thought readership of the editorial page was greater than it was in 1975, and only 2 percent said they thought it was less.

Hynds found a substantial shift in how editors view columnists. James Kilpatrick is still considered the best conservative columnist, but George Will has replaced William F. Buckley Jr. as No. 2. Ellen Goodman and David Broder are considered the best liberal columnists. The leaders in that category in 1975 were Jack Anderson and Joseph Kraft. Art Buchwald is still the top humorist, but he was picked by only 44 percent this time, compared with 77 percent in 1975.

Hynds's findings will be reported in the Autumn 1984 Journalism Quarterly.

• • •

Ever since the *Richmond Newspapers Inc. v. Virginia* decision was announced by the Supreme Court four years ago, there has been a debate over whether it really means there is a right of access to news.

Roy V. Leeper of the School of Communications at Northwest Missouri State University provides rather convincing evidence that there is such a right in an article that will appear in the Autumn 1984 Journalism Quarterly.

Leeper arrived at this conclusion by analyzing in some depth the various opinions in *Richmond* and then looking at five other recent cases in which access was an issue.

He found that eight of the nine Supreme Court justices have supported the idea of a right of access in other cases. Only Justice William Rehnquist has steadfastly refused to recognize a right of access. While *Richmond* dealt with the right to report trials, Leeper concludes that at least four of the justices clearly support a wider right of access to news than that. □

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Pentagon accepts plan to ensure news coverage of operations

The Pentagon has agreed to implement a military-civilian panel's recommendations designed to ensure news coverage of U.S. military operations "to the maximum degree possible consistent with mission security and the safety of U.S. forces."

New initiatives by the Pentagon will include creation of a rotating pool of experienced reporters whose members could be called at a moment's notice to cover military operations. Further, the Pentagon will name a new, permanent committee of distinguished journalists to advise the secretary of defense on media matters.

Secretary of Defense Caspar Weinberger Aug. 23 ordered implementation of recommendations of the Sidle Panel on Media-Military Relations. The panel was appointed in the wake of media protests over the barring of reporters from the scene for more than two days of the U.S. invasion of Grenada last October.

The report and Weinberger's action drew praise from media representatives.

The panel noted that its own statement of principle on military coverage to the "maximum degree possible . . ." is "generally consistent" with "A Statement of Principle on Press Access to Military Operations," issued Jan. 10 by ANPA and nine other media organizations [presstime, Feb. 1984, p. 34].

The panel headed by retired Army Maj. Gen. Winant Sidle said when a press pool is needed in the early stages of a military operation, advance planning should provide "for the largest possible press pool that is practical and [should] minimize the length of time the pool will be necessary before 'full coverage' is feasible."

In response to questions, a spokesman said the Pentagon will designate the rotating pool of physically fit reporters from news organizations that agree "the security of our mission and the safety of our forces" are paramount. The pool would be assembled in secrecy.

The 14-member Sidle panel made it clear media access to military operations should hinge on voluntary compliance by reporters with the military's security guidelines. The guidelines should be as few as possible and should be worked out during the planning process for each operation, it added, and reporters violating the guidelines should be barred from further coverage of the operation.

Recommendations call for news coverage 'to the maximum degree possible . . .'

It also recommended in its 17-page report that future military operations planning should provide for the equipment, transportation and communications needs of the media, although media "communications must not interfere with combat and combat support operations."

Weinberger directed Michael I. Burch, the top Pentagon information official, "to take the necessary steps to implement those portions of the final report which meet the panel's criteria of providing maximum news media coverage of U.S. military operations consistent with military security and the safety of U.S. forces."

"I will form a panel of eminent journalists and former war correspondents to advise me on the best ways to meet those objectives," the defense secretary said in a prepared statement.

The group will be a permanent Secretary of Defense Media Advisory Committee, he said. The Washington Post reported the committee might include journalists who were assembled by Weinberger for media-relations consultations earlier this year [presstime, June 1984, p. 45].

ANPA Chairman and President Richard J. V. Johnson, president of the Houston Chronicle, and American Society of Newspaper Editors President Richard Smyser, editor of The Oak Ridger in Oak Ridge, Tenn., issued a joint statement:

"We commend the secretary of defense on his release of the views and recommendations of the military-media relations panel. . . . The panel's study—after the government's denial of early press access to U.S. forces in and around Grenada last fall—was exhaustive and productive. We hope and expect that many of its recommendations for improved media-military relations will be implemented.

"We particularly commend the secretary of defense on the several initiatives he has begun in reaction to the panel's report," said Johnson and Smyser. "It is quite clear that success of those initiatives will require special cooperation and effort on the part of the press, and we pledge that ANPA and ASNE will do their part."

"It is the American people's right to be an informed citizenry which will benefit most from proper news coverage of the activities of the men and women of America's armed forces," the joint statement said.

Panel Chairman Sidle, in a cover letter to Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff and the official who appointed the group, said the panel members agreed not to address the question of "so-called First Amendment rights" which had been raised by some members of the media disturbed by the Grenada situation.

"This is an extremely gray area and the panel felt that it was a matter for the legal profession and the courts and that we were not qualified to provide a judgment," Sidle wrote Vessey.

He also noted that the panel was not asked for "our assessment of media handling at Grenada. . . . However, we do feel that had our recommendations been 'in place' and fully considered at the time of Grenada, there might have been no need to create our panel."

His letter said, "There is no doubt that the news organization representatives who appeared before us fully recognized their responsibilities, [but] we feel we should state emphatically that reporters and editors alike must exercise responsibility in covering military operations."

But the general's letter concluded: "It goes without saying, of course, that the military also has a concurrent responsibility, that of making it possible for the media to provide [comprehensive, intelligent and objective] coverage."

Single copies of both the Sidle panel's report and Secretary Weinberger's statement are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C., 20041. —*Neil D. Swan*

Black journalists' group expands, marks milestones at conference

In the first year a black candidate made a serious bid for the presidential nomination of a major political party, the National Association of Black Journalists passed several milestones at its 9th annual conference.

At the Aug. 16-19 meeting in Atlanta, the group more than doubled its membership to what NABJ President Mervin Aubespin called "600 and still counting," played host to a record number of more than 25 job recruiters and attracted broad media attention for the first time.

The conference provided two major opportunities, said Aubespin, beginning his second year as the organization's president. "More white decision makers than at any other convention" had a chance to meet with black journalists, and black journalists who had been "under fire from many quarters, both black and white," could discuss common concerns.

"I realized there were some things I really hadn't understood before," said A.M. Rosenthal, executive editor of The New York Times: that sometimes news judgments are made "that exclude coverage of some black news, even though there is no bias or exclusion intended."

Rosenthal was part of a panel on "Blacks and International Coverage" that also included Laurence G. O'Donnell, associate editor of The Wall Street Journal, Alvin Shuster, foreign editor of the Los Angeles Times, and Raymond Nunn, Atlanta bureau chief of ABC News.

Dominating the conference were issues surrounding the presidential election. More than 900 heard Jesse Jackson, the keynote speaker, urge the inclusion of more minorities in policy-making positions in the campaign of Democratic presidential nominee Walter F. Mondale and more attention to minority issues during the campaign.

In an emotionally charged session, many journalists challenged Washington Post reporter Milton Coleman's decision to quote anti-Semitic remarks Jackson made privately during the primaries. Coleman defended his reporting as good journalism, saying black journalists should not be put in the position of answering the question: "Are you a black first or a journalist first? Which side are you on?"

"There is a lot of seething going on (among black journalists)," said NABJ Secretary Paula Walker, explaining why sessions on "Coping in the Newsroom" were so crowded. "People are having to explain themselves so much," said Walker, who is director of community services and news manager at WFAA-TV, the ABC affiliate in Dallas.

At the end of the meeting, Aubespin expressed satisfaction that NABJ's objectives—to increase minority employment and promotions and to gain "more balanced coverage of the black and brown experience here and abroad"—had been advanced by the conference. "My ultimate hope is the industry will do what is just and right and put us out of business," said the reporter for The Courier-Journal in Louisville. □

'Bubble Boy's' mother thanks media

The mother of David, the Houston "Bubble Boy" who died in February at the age of 12, has expressed her gratitude to the media for their sensitive coverage of her son's heart-rending life—and death. The media in Houston and across the country voluntarily and unanimously refrained from using David's last name to protect him and his family from the full glare of public attention.

At her first public appearance Aug. 7 at the Texas Daily Newspaper Association's summer meeting in Marble Falls, Texas, David's mother, Carol Ann (last name still withheld), said her son was nine years old before he realized the world regarded him as a celebrity who lived tragically isolated in a germ-free, plastic bubble.

"There are two sides to David's story," she said. "The side that David never made a mud pie, never kissed his mother or climbed a tree. The other side of David's story was that he was alive, well and healthy.

"For the most part, that was the story the press decided to tell the readers about. That was lovely and beautiful, and it endeared the public to my son. They were able to develop an affection for David because of the side of the story the press did, in fact, decide to display."

Before his death from heart failure, David was the oldest survivor of Severe Combined Immune Deficiency. □

New book provides inside stories on top investigations

A new book published by Investigative Reporters & Editors Inc. describes the background and preparation of 91 stories that were submitted for the organization's annual investigative reporting contest for 1983.

Also included in *The IRE Book, Summaries of Many Top Investigations from 1983* is information regarding some of the other 315 contest entries.

Items on each selected piece or series were prepared by contest participants using forms submitted with their entries.

Included are a synopsis of each investigative project, how it was launched, documents and people used as resources, major findings, advice to reporters planning similar projects, and an appraisal of the difficulty or "uniqueness of effort or other circumstances related to this project."

For example, the book offers this "series synopsis" for a project undertaken by the Palouse Empire News in Pullman, Wash.: "A large local church, after battling with the city over zoning laws, proposed three members for four city council positions and a candidate for a school board position. Before this, the church's extensive behind-the-scenes political machinations had been unknown to the community. Our story brought out this rather delicate subject and made it a campaign issue." Among major findings was a conclusion that the church was a "previously unknown political force in the community."

Another example was The Baltimore Sun's series on a multi-million-dollar plan to burn the city's sewage sludge at a privately owned incinerator. The story originated when the city hall reporter attended hearings on possible sludge-disposal alternatives "but found that they provided him with more questions than answers. He also heard rumors about questionable activities between city and business officials relating to sludge."

The 98-page book is available for $10 plus $1.50 postage from IRE, P.O. Box 838, Columbia, Mo. 65205. □

Minorities story reprint

The special report on minorities has been reprinted from the August issue of presstime. Up to 25 copies are available without charge on request to the ANPA Public Affairs Department at The Newspaper Center □

'Smart dummies' fit copy

Dummying pages at most newspapers is more art than science. Using a technique unchanged for years, editors sketch on paper the headlines, type and photos as they want the composing room to place them on the page. It's imprecise, involving guesswork by the editors as to the actual space needed for the various elements of the camera-ready page.

Because of that, editors frequently spend considerable time making sure they have enough wire-service shorts to fill the holes under their too-short stories. Or they must edit copy and cut lines, or whole paragraphs, from stories that come up too long in the composing room.

However, that fairly typical situation no longer exists at the Ocala (Fla.) Star-Banner, one of the few newspapers using a methodical, precise system for dummying pages.

Star-Banner editors use what they call "smart dummy" to plot the newspaper's columns exactly as they want them composed. The system is unusual in that all measurements are in lines of type instead of inches or picas.

The 37,909-circulation evening paper produces its body copy in 8½-point type on 10-point leading, so each line of the smart dummy represents a depth of 10 points.

Editors know exactly how many lines of type are needed to fill a news hole on a given page. And the newspaper's Atex front-end system provides an exact line count of each story prior to composition.

Smart dummy is the collective brainchild of Data Processing Manager Michael W. Maguire, News Editor Jay G. McKenzie, Assistant News Editor Marc Jump and Assistant Production Director Randy Dyal. The group conceived the idea in the fall of 1982, when Louis Silverstein, assistant managing editor and corporate art director of The New York Times Co., and his assistant, Robert Pelletier, were aiding in the redesign of the Times Co.-owned newspaper.

The group designed new paste-up grid sheets that are ruled horizontally in 10-point lines. "We also ruled (the grid sheets) vertically for all of our standard configurations—6-column, 5-column, 9-column and a special combination of one wide and four narrow columns," Maguire said.

The smart dummies are precise scale models of the grid sheets. "We also included (on the dummy) useful information on column-width formats for non-standard measures and locators for section headings and the fold," he said.

Smart dummy developers (from left) McKenzie, Dyal and Jump, with Maguire reclining.

"And then came the 'newsruler.'" Maguire said. He described it as "a specially designed layout ruler calibrated to match the dummies and scaled in picas and inches, too, for easy horizontal measuring of graphics and column widths." With the ruler, measurements in inches and picas can be converted easily to corresponding line calibrations on the grid sheet.

The result of the smart dummy system, Maguire said, is "the establishment of common reference points for everyone involved in page construction, reliable standards for element spacing and, combined with easy-to-use system formats, total editing control prior to typesetting."

For instance, the advertising is placed in its alloted paste-up space, and the hairline separating the ad from the copy is drawn at the nearest calibration on the grid sheet.

Maguire and News Editor McKenzie said smart dummy has provided faster and better page makeup. "It has given us very unusual consistency in our layout" and "has aided the paste-up process," Maguire said.

"It's taken the handcuffs off of us in terms of putting out the newspaper," said McKenzie. "We can relate what we see on the screen to the dummy. It's accurate 100 percent of the time. And we produce the whole paper on deadline."

According to Publisher W. Paul Brooks, smart dummy enabled the paper to eliminate the need for three new editorial positions.

Because of smart dummy, there are two differences that set the Ocala Star-Banner's composing room apart from most others: There is no longer an overset box, and editors are seldom seen there. "We don't need a composing room editor," said McKenzie. "Smart dummy is our composing room editor." —*Paul Kruglinski*

Design workshop set

Critiques, high technology, maps and charts, and industry trends will be among the topics at the Society of Newspaper Design's annual workshop Oct. 11-13 at the Westin Hotel in Toronto.

Registration is $175 for society members, $200 for non-members. For more information, contact Pat Kelly, SND executive secretary, at The Newspaper Center in Reston, Va.; (703) 620-1083. □

598 papers now conducting NIE projects

The number of U.S. daily newspapers with Newspaper in Education programs continues to grow.

According to the latest survey by ANPA Foundation and the International Newspaper Promotion Association, 598 daily newspaper operations reported having NIE programs in 1983, compared with 567 in 1981, 471 in 1979, and 321 in 1976 [presstime, Sept. 1981, p. 20]. A total of 1,069 newspapers responded to the latest survey.

As has been the case in previous surveys, when non-NIE newspapers were asked why they did not have a program, the most common responses were a lack of staff to handle the NIE responsibility and a lack of funds.

Of the newspapers with NIE programs, 88 percent said they have at least one full-time staff person assigned to NIE (although some may also have other responsibilities). Sixty percent reported their NIE budgets were under $10,000 a year.

Once again, the survey analysis projected continued growth in the number of NIE programs and predicted that NIE administrators probably will have to do as much or more than they have in the past—and with tighter budgets. □

Election teaching aid tabloid is available

ANPA Foundation and its Newspaper in Education program have published "Elections 1984," an eight-page, camera-ready tabloid supplement designed to help secondary school students make informed choices about the upcoming presidential elections.

"Students who work with this program," said Manager/Education Services Linda B. Skover, "will learn to use the newspaper as a primary resource tool—as *the* place to turn for information about the campaign, the election and the coverage that both receive in the daily press."

The package—which can run ROP or as a supplement, or can be used as a handout at schools—includes a number of activities for students, plus background information and instructions for teachers.

To order, send a check for $20 made out to ANPA Foundation to the Foundation at The Newspaper Center. □

Michael Wilson

In Gainesville, Fla., at the Aug. 5-8 convention of the Association for Education in Journalism and Mass Communication, new AEJMC President Douglas Ann Newsom (right), chairman of the Department of Journalism at Texas Christian University, greets Norman Morrison of Viewdata Corp. of America Inc. and Bronia L. Lowenstein, wife of University of Florida Dean Ralph L. Lowenstein. The convention was attended by 651 educators.

8 minority fellowships awarded

ANPA Foundation has awarded eight minority fellowships, according to ANPA Foundation Chairman and President Helen K. Copley. The program pays most expenses for recipients to attend training seminars sponsored by ANPA and other newspaper organizations.

The August announcement brings 1984's awards total to 19 [presstime, March 1984, p. 40].

Selected were:

• Carolyn Curiel, foreign desk editor, United Press International, and Mary E. Hall, accounting manager, Gannett Rochester Newspapers, for ANPA's Management Development Workshop; Chicago, Sept. 17-21.

• Regina Finley, subscriber services manager, Atlanta Journal and Constitution, for the ANPA-International Circulation Managers Association-Newspaper Personnel Relations Association seminar on Managing People in the Circulation Department; Denver, Dec. 3-5.

• M. Delores West, assistant marketing manager/advertising sales development, The Baltimore Sun, for the ANPA-International Newspaper Promotion Association seminar on Management Skills for Newspaper Promotion; Boston, Dec. 10-12.

• Craig Shin Matsuda, assistant suburban editor, The Denver Post, Gregory L. Moore, state editor, The Plain Dealer of Cleveland, and Addie M. Rimmer, special assistant to the associate editor, The Wall Street Journal, for the American Press Institute's Effective Writing and Editing Seminar; Pomona, Calif., Dec. 9-14.

• Earnest R. Hart, chief artist, Jackson (Miss.) Daily News, for the Single Copy Symposium: Serving the Occasional Reader, sponsored by ANPA, ICMA, INPA, American Society of Newspaper Editors, Associated Press Managing Editors Association, International Newspaper Advertising and Marketing Executives, and the Newspaper Research Council; Dallas, Dec. 11-12. □

NIE Week preparations

Planning is under way for the third annual national Newspaper in Education Week, March 4-8, 1985.

ANPA Foundation has mailed an NIE Week promotional booklet to all U.S. daily newspapers and to NIE personnel at U.S. and Canadian dailies. A second packet, containing examples of ways in which newspapers promoted the event during the past two years, will be mailed this fall. □

Advertising

Good news gets better as Coen brightens his forecast

One of the leading forecasters of advertising expenditures has brightened his already rosy prediction for 1984 performance.

Robert J. Coen, senior vice president and forecasting director of the McCann-Erickson advertising agency, now says all-media advertising will be 14.9-percent above 1983 levels. Last December, Coen predicted that expenditures would rise 13.8 percent this year [presstime, Jan. 1984, p. 4].

Even brighter is Coen's prediction for advertising expenditures in newspapers, which he said will increase 15.2 percent in 1984.

Newspapers' national advertising will be up only 10 percent, he predicted, from $2.734 billion in 1983 to $3.010 billion in 1984. However, the industry's combined retail and classified advertising will rise from $17.848 billion in 1983 to $20.705 billion in 1984, an increase of 16 percent, he said.

And next year also looks good. "Sheer momentum alone" will make 1985 another banner year, said Coen, even though there won't be Olympic Games and a presidential election to boost advertising.

The improvement in the overall economy that is spurring 1984's gains will continue into 1985, Coen predicted. And advertising growth, which traditionally lags behind a general upturn, will be "significantly better than economic growth," he said. □

Alcohol advertising rules changed

While a federal agency is making relatively minor changes in regulations governing alcoholic-beverage advertising, a consumer organization is calling for a ban on all such advertising on television and radio.

The final rule on alcoholic-beverage advertising and labeling issued Aug. 8 by the U.S. Treasury Department's Bureau of Alcohol, Tobacco and Firearms, among other things: requires that mandatory information in advertising appear "readily legible" (replacing several different requirements), makes additions to the kinds of materials considered to be "advertising," explains what BATF considers to be unacceptable claims of "curative or therapeutic" effects, and bans subliminal advertising (already prohibited by the Federal Communications Commission). It also removes its prohibition against the use of the terms "double distilled" and "triple distilled."

The agency decided against setting standards for comparison taste testing of alcoholic beverages, but it did adopt a requirement that such tests be conducted using scientifically accepted procedures and that the name and address of the testing administrator appear in the advertising.

After studying the issue for more than three and a half years, BATF deferred action on several of its major liquor-, wine- and beer-advertising proposals dealing with the use of athletes and athletic settings, the words "light" (or "lite") and "natural," and voluntary industry advertising codes.

Meanwhile, the Center for Science in the Public Interest is pressing its campaign to ban alcoholic-beverage advertising on radio and television.

Called SMART (Stop Marketing Alcohol on Radio and Television), the project seeks to collect a million signatures on a petition calling for a federal ban on alcoholic-beverage commercials or equal broadcast time for health messages.

While SMART does not address liquor advertising in newspapers, the National Congress of Parents and Teachers (national PTA), part of SMART's coalition, has called for print beverage ads to contain a "warning notice about the hazards of alcohol abuse." □

New planbook available

The Newspaper Advertising Bureau is selling the new edition of its annual Newspaper Advertising Planbook.

In addition to providing a large monthly calendar from November 1984 through January 1986, the 68-page publication provides numerous charts and graphs for use in planning advertising campaigns.

To order, write NAB, Attention: Creative Department., 1180 Avenue of the Americas, New York, N.Y. 10109. Prices vary from $3.75 to 4.85 per book, depending on whether it is ordered in hard or soft cover, with or without an imprinted logo, and in single or multiple copies. □

Circulation

Test planned on promotion of coupons

A small-scale "field test" has been proposed to measure what happens when newspapers promote redemption coupons on the same day they are carried in the paper.

The test, proposed by the ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee, would examine whether such a promotion bolsters single-copy sales and what effect it might have on coupon misredemption. NAB would coordinate the test for ANPA and the audit bureau. It would require cooperation from advertisers and auditing support from ABC.

Under ABC rules, a newspaper may not count as paid circulation any copies that publicize redemption of coupons whose combined value exceeds half of the paper's single-copy price. The prohibition applies either before or on the day of publication. The Liaison Committee is studying whether that rule should be changed.

The committee will discuss the project further this month with ABC officials and several advertisers.

Also during its meeting Aug. 14 in Keystone, Colo., just before a meeting of the ABC Board of Directors, the committee agreed with ABC's decision to replace the traditional "primary market area" with a "newspaper-designated market."

Newspapers will be able to define their markets by any combination of contiguous census units. Under old rules, the market was defined as the area where the newspaper provides "primary editorial and advertising service." □

ABC Data Bank is established

The Audit Bureau of Circulations has established a computerized, on-line database allowing media buyers to retrieve ABC information on county circulation via personal computers and modems.

Previously, such information was obtainable only by request to ABC headquarters in Schaumburg, Ill., and turnaround time was up to three days, said bureau Publications Manager Meg Laidlaw. "Media buyers, of course, want the information yesterday. [ABC Data Bank] will give it to them immediately," she explained. □

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McMichen sworn in as head of a divided ITU

The U.S. Department of Labor Aug. 23 dismissed a challenge to the results of a rerun election for the top five offices that make up the executive council of the International Typographical Union.

The action cleared the way for the swearing-in of a new council that stands 3-2 against the union's affiliating with the International Brotherhood of Teamsters.

The new officers were installed Aug. 27 in Colorado Springs.

In the rerun election, former First Vice President Robert S. McMichen defeated incumbent President Joe Bingel 28,167 votes to 15,296. McMichen had won the first election by nearly 5,000 votes but was denied the presidency after Bingel challenged the result [presstime, July 1984, p. 64].

McMichen opposed merger with the International Brotherhood of Teamsters, as did vice presidential candidates Billy Joe Austin, president of the Denver local, and William J. Boarman, president of the Washington, D.C., local. Austin defeated incumbent Second Vice President Robert L. Wartinger, 24,157 to 17,237, and Boarman topped incumbent Third Vice President Raymond E. Brown, 23,918 to 17,699. Both Wartinger and Brown favored merging with the Teamsters.

In the other vice presidential slot, incumbent Allan J. Heritage, who was unopposed, was elected first vice president with 29,757 votes.

Incumbent Secretary-Treasurer Thomas W. Kopeck was re-elected over challenger Robert E. Petersen of Washington, D.C., 24,569 to 18,532.

Heritage and Kopeck, along with the defeated Bingel, supported a merger with the Teamsters.

After the Labor Department, which supervised the rerun election, certified the results Aug. 23, McMichen, Boarman and Austin said in a statement that the department's findings were "especially satisfying in that it signals the end of a long and difficult year for all of us in the ITU. . . .

"It's time to put our differences behind us and get on with the real business at hand, the business of making sure that printers, mailers and the other workers in our industry get the best possible representation."

McMichen had been scheduled to take office Aug. 13, but on Aug. 6 Bingel, Brown and Wartinger filed a protest to the rerun election with the Labor Department.

Labor Department officials tally ballots that showed McMichen (inset) the winner.

The trio alleged that the AFL-CIO had illegally used its facilities and funds to aid their opponents. The labor federation, along with McMichen, Boarman and Austin, opposes the ITU's merging or affiliating with the IBT, favoring instead a merger with the Graphic Communications International Union or some other AFL-CIO-affiliated union. The IBT was expelled from the AFL-CIO in 1957.

An AFL-CIO spokesman confirmed that McMichen had been on the federation's payroll, but only "to promote merger with the GCIU," not to promote his campaign.

The ITU's annual convention is scheduled Sept. 8-14 in Atlantic City, and some labor specialists saw Bingel's protest as a delaying tactic to prevent McMichen from consolidating his position prior to the convention. An ITU spokesman said Bingel would have no comment.

Shortly after the second protest was filed, McMichen called it "a sham," adding, "Our campaign didn't accept a dime from any individual or organization outside the ITU."

McMichen also charged at the time that Bingel and his supporters "hope to create such confusion at the convention that they can somehow still manage to accomplish their goals."

A Teamsters spokesman said, "Our offer to them [ITU] still stands. We haven't withdrawn it."

After the results of the rerun election were announced, McMichen said in a statement, "Our victory shows that the overwhelming majority of ITU members have no desire to be absorbed by the Teamsters union." The vote indicated "a clear interest in pursuing a merger" with the GCIU, he said.

GCIU President Kenneth J. Brown was unavailable for comment.

Meanwhile, an injunction prohibiting the ITU from taking any action toward merger with any other union was extended through Sept. 17.

—Clark Newsom

NLRB overturns judge's findings in Paterson, N.J., case

A recent decision by the National Labor Relations Board involving a 1981 strike by composing-room workers at The News of Paterson, N.J., is being appealed by both parties to the 3rd U.S. Circuit Court of Appeals.

An NLRB administrative law judge had recommended in 1982 that Allbritton Communications, owner of The News and its sister paper, The Dispatch of Union City, N.J., be ordered to reinstate the approximately 50 strikers involved and bargain with their representative, Newark Typographical Union No. 103, over a new labor agreement [presstime, Nov. 1982, p. 35]. The Dispatch's composition work is done in Paterson.

The board, however, overturned part of the judge's findings in its 2-1 decision, which also involved non-union editorial employees at both papers and mailroom and delivery personnel represented by an independent union in Paterson.

At issue in the ITU proceedings was whether the company's negotiations with the union were conducted in "bad faith," as found by the judge.

The board found that the company had engaged in "hard but real" bargaining that resulted in an impasse. The company was therefore justified in implementing a wage proposal that the union had rejected. When the union struck in February 1981 it was engaging in an economic strike, the board ruled, thus reversing the judge's finding that the strike was caused by the company's unfair labor practices.

But the board did find that the company subsequently violated the Taft-Hartley Act when it rejected the strikers' offer to return to work. It decided that the striking employees remained "economic strikers" until June 25, 1981, when they applied to return to work "unconditionally"—that is, under any conditions prescribed by the company. It ordered the newspaper to offer reinstatement to those composing-room employees who were not permanently replaced before that date.

In another facet of the complex case, the judge had held that the ITU was the representative of editorial employees at the two papers and recommended that the company be ordered to bargain over an initial contract for them.

In October 1980, the company had laid off eight editorial employees—an action that the judge found was unlawfully motivated by a desire to discourage support for the ITU's organization attempts. The board, however, found the judge's conclusion "unwarranted," noting that the two papers were suffering economic losses. The board said the judge had "intruded more than slightly into an area of managerial authority" and declined to adopt his recommended order.

The case also involved employees of T&T News Co., who performed mailroom and delivery work for The News, and who were represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity.

The judge had ruled that The News and T&T were not "joint employers" and that therefore no unfair labor practice was committed by the company with regard to the mailers and drivers. The board found, however, that T&T was not an independent contractor, as contended by Allbritton, but an "administrative arm" of the newspaper. The company had "engineered a confrontation" that gave it "a pretext" to lock the employees out and replace them, the board said.

Allbritton was ordered to reinstate the mailroom and delivery employees.

Allbritton spokesman George Beveridge and Thomas B. Callanan, president of the ITU local, both said they would not comment on the case beyond the fact that appeals are under way.

(Allbritton Communications Inc. et al., 271 NLRB No. 39) □

Recent contract settlements

Baltimore News American, GCIU: One-year agreement covering pressroom employees; retroactive to May 1, 1984.

Milwaukee Journal and Sentinel, GCIU: Two-year agreement covering photoengravers; retroactive to May 1, 1984.

Toronto Globe and Mail, GCIU: Two-year agreement covering pressmen and paper handlers; retroactive to Jan. 1, 1984.

(Details in September 1984 ANPA Labor & Personnel Relations Letter.)

Strike paper appears dead in California

The Vallejo (Calif.) Independent Press, a tri-weekly started in 1978 by editorial and craft workers striking the Vallejo Times-Herald, published what may be its last edition Aug. 3.

The last of the five unions that struck the Times-Herald was decertified as a bargaining representative at the paper in a 1982 NLRB election [presstime, Aug. 1982, p. 30].

Roger Wornock, general manager of the so-called VIP, said in mid-August there was a possibility that the Aug. 3 edition would not be the last. There were two factors "in the mill," he said. First, local residents were trying to raise $30,000 to keep the paper going, and second, a broker had indicated there was a potential buyer for the paper.

The VIP, once published five days a week, recently had gone to three editions a week and had a circulation of about 7,000. Advertising losses were responsible for the closing, Wornock said.

The Times-Herald, owned by Donrey Media Group, has a circulation of 22,563. General Manager Jimmie Jones said the City Council had voted to return the city's legal notice advertising contract to the Times-Herald. □

Member of NLRB will leave post

Don A. Zimmerman, an independent member of the NLRB, has advised the White House that he does not wish to be considered for reappointment when his term expires Dec. 16, 1984.

Zimmerman said he wanted to alert the Reagan administration to the upcoming vacancy because the five-member board could be crippled by an insufficient number of members.

"I have learned firsthand that to administer and enforce the (Taft-Hartley) act most effectively, the board needs to maintain a full complement," he said.

There is one current board vacancy: the seat formerly held by Republican Howard Jenkins Jr., who left the NLRB Aug. 27, 1983.

In other board matters, the Senate has yet to act on the nomination of Rosemary M. Collyer as NLRB general counsel replacing William A. Lubbers, whose term expired last April 24 [presstime, May 1984, p. 74]. □

Mailers named in complaint

A complaint alleging unfair labor practices by San Francisco-Oakland Mailers Union No. 18 has been issued by the NLRB regional director in San Francisco.

The complaint was issued on charges filed by the San Francisco Newspaper Agency, the company that handles noneditorial matters for the San Francisco Chronicle and the San Francisco Examiner.

Regional Director Robert H. Miller scheduled an Oct. 4 hearing before an administrative law judge on the complaint, which alleges the union unlawfully refused to supply information the company said it needs to decide whether to file a grievance under the arbitration provisions of the parties' labor agreement.

The information was requested last April.

The company seeks an explanation of how the union handles requests for extra or substitute help from other employers in the area, the names of individuals who are responsible for maintaining lists of available help, the names of mailers who are available for employment and shifts worked by them in 1984, and the names of agency mailers who have worked this year in other mailrooms.

Meanwhile, the company has filed a grievance, under the labor agreement's arbitration provisions, seeking damages for a July 28 work stoppage by mailers that arose from a series of unresolved union grievances.

(San Francisco-Oakland Mailers Union No. 18, affiliated with the International Typographical Union, and San Francisco Newspaper Agency, Case 20-CB-6230) □

NLRB revokes 2 certifications

The certifications of two unions as bargaining agents of employees recently were revoked by the NLRB after the unions disclaimed any further interest in representing the employees.

District Lodge No. 40 of the International Association of Machinists and Aerospace Workers withdrew as the representative of pressroom machinists at the Fort Lauderdale (Fla.) News and Sun-Sentinel after employees represented by the union filed a petition with the NLRB for a decertification election. The machinists had voted 7-6 to retain the union in a 1983 election.

In the other case, Typographical Union No. 431 disclaimed interest in representing newsroom employees and engravers at the Herald-Times-Reporter of Manitowoc-Two Rivers, Wis., after an employee petition for a decertification election was filed with the NLRB. The union had been certified to represent the employees in 1977.

(News and Sun-Sentinel Co., Case No. 12-RD-531; Manitowoc-Two Rivers Herald-Times-Reporter, Case No. 30-RD-774) □

EEOC appointment

President Reagan has named Rosalie Gaull Silberman to fill a Republican vacancy on the five-member Equal Employment Opportunity Commission.

The 47-year-old Silberman is an aide to Commissioner Mimi Dawson of the Federal Communications Commission and a former press secretary to Sen. Bob Packwood (R-Ore.). If confirmed by the Senate, she will replace Cathie A. Shattuck, who resigned last April [presstime, May 1984, p. 74]. Silberman would serve for a term ending July 1, 1985. □

Congress passes bill aimed at equalizing pension plans

A bill designed to give women and men equal pension rights beginning in 1985 has been passed by Congress.

The Retirement Equity Act amends the Employee Retirement Income Security Act of 1974 in several ways. Among other things, the bill:

- Provides spouse-survivor coverage for all vested plan participants, regardless of age
- Allows an employee to leave the work force and retain credit for past service if she or he returns to work at the same company within five years
- Treats up to a one-year maternity or paternity leave as no break in service for pension purposes
- Lowers the mandatory minimum participation age for private pension plans from 25 to 21. Pension experts note that many companies already allow plan participation at age 21.

Some of the provisions in the act have the potential to cause "an administrative headache," said Jack Rybka, an attorney with the management consulting firm Hewitt Associates in Lincolnshire, Ill. For example, the act gives state courts authority to treat pensions as joint property in divorce proceedings and requires pension plans to honor court orders regarding division of retirement benefits.

Robert L. Barnes, an actuary and manager of the Chicago office of the Wyatt Co., which has a number of newspaper clients, said he does not believe the act is "generally of significant cost consequence" to pension plans. One impact of the act, he noted, is that if a plan participant does not want to provide a pension to a spouse, the individual would have to get the spouse's signed agreement to waive survivor coverage.

President Reagan signed the bill into law Aug. 23. □

NLRB elections

Anderson (Ind.) Herald and Daily Bulletin, GCIU: Maintenance employees voted 6-3 against continued representation by the Graphic Communications International Union.

(NLRB Case No. 25-RD-856)

Fairfield (Calif.) Daily Republic, NCNOC: Employees voted 62-53 in favor of representation by the Northern California Newspaper Organizing Committee, a group of newspaper unions that includes locals of the GCIU, The Newspaper Guild, the International Typographical Union and Teamsters.

(NLRB Case No. 20-RC-15382)

GCIU convention

The first convention of the Graphic Communications International Union, created July 1, 1983, through a merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union, will occur Sept. 17-21 in Hollywood, Fla. The GCIU expects about 1,500 delegates to attend.

Discharge for profanity upheld

The discharge of an employee at the Rocky Mountain News in Denver for violating a company rule against the use of "loud, profane or indecent language" that interferes with business has been sustained by an arbitrator.

John Phillip Linn, the arbitrator, said it was apparent from his study of arbitration decisions involving the use of obscene or vulgar language that the use of "vulgarisms" in the workplace "is rising sharply and promises to reach epidemic proportions."

Linn, professor of labor law and arbitration at the University of Denver College of Law, said no employer "need tolerate" an employee whose language and conduct "is so extreme" that other employees "are placed in fear of him."

The case at the Rocky Mountain News involved a circulation department district manager who was fired after he directed abusive language of a sexual nature toward two female employees in the department, one of them an acting supervisor.

The fired grievant, who had been hired in March 1981, had a work record free of written warnings or suspensions, although he had been warned by a supervisor that his carnal language was unbusinesslike and would not be tolerated. His representative, the Denver Newspaper Guild, contended that his abrupt dismissal was not justified because, among other things, swearing in the office was commonplace and no other employee had been fired for using vulgar, profane or abusive language.

The company, however, contended that the case did not merely involve "shop talk" and "cuss words." When obscenities such as "slut"—and worse—are maliciously spoken to humiliate and to wound, the company said, the transgression is "inexcusable" and is "just cause" for discharge. It also contended that the grievant's sexual comments constituted unlawful sexual harassment under Title VII of the 1964 Civil Rights Act.

Arbitrator Linn said he did not need to consider whether the grievant's conduct constituted sexual harassment under the act because the violation of the company's rule was sufficient cause for summary discharge.

"The evidence is overwhelming that grievant's loud, profane and indecent language, by any definition, did in fact interfere with the business of the building and disturbed and consumed the time of grievant and other employees in unnecessary unproductive and destructive ways," he said. "This was no minor violation of (the rule). Grievant's language and conduct was in the extreme and constituted gross disorderly conduct that reasonably placed the other employees in such fear that they manifested their emotions days and months after the incident in question."

Summary termination of the employment relationship rather than progressive discipline was warranted, he said, "given the totality of grievant's words and conduct, which were completely without justification." □

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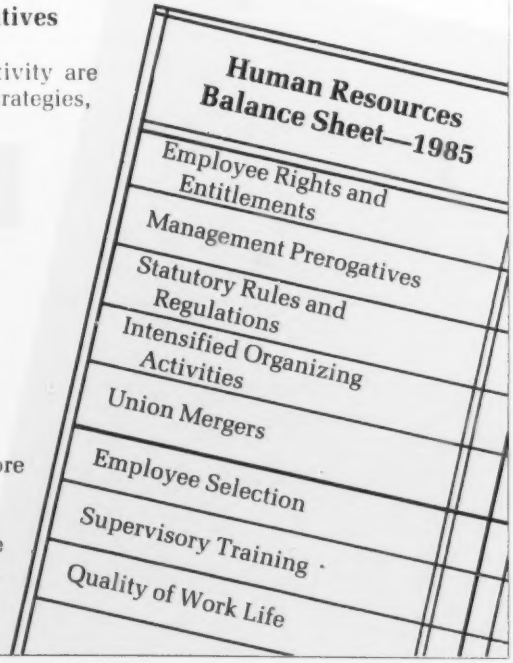
For more information contact Roy W. Anderson, ANPA Vice President/Human Resources, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041, (703) 620-9500, Ext. 301.



Judge upholds News American on complaint

An NLRB administrative law judge has agreed with The News American of Baltimore that a complaint against the company issued after a union filed an unfair labor practice charge was actually barred by the six-month period of limitation in the Taft-Hartley Act.

The act states that no complaint can be issued on an alleged unfair practice occurring more than six months prior to the filing of a charge with the agency.

The charge was filed June 28, 1983, by a circulation distributors' union affiliated with the Graphic Communications International Union. The complaint alleged that the company had violated the act by unilaterally instituting a rule limiting the percentage of returned unsold Sunday papers that would be credited to the accounts of district managers in the street-sales department.

Judge Leonard M. Wagman noted that until July 18, 1982, the policy had been to credit district managers for all unsold papers returned.

The new policy, effective July 19, 1982, limited the credited returns to 15 percent of the district managers' "draw" unless the street sales supervisor approved a higher percentage.

On Nov. 26, 1982, the company removed the 15-percent return limit for Sunday papers, but it reinstituted the limit April 4, 1983.

The NLRB general counsel contended that the return to the limit came within the six months that preceded the filing of the charge.

Wagman, however, agreed with the company that the reimposition of the rule was merely a further implementation of the policy inaugurated July 19, 1982, and he recommended that the board dismiss the complaint.

(Baltimore News American Division, The Hearst Corp., and Circulation Distributors Union No. 503, JD-224-84) □

Canadian election

Edmonton (Alberta) Journal, GCIU: Maintenance employees voted 9-9 against inclusion in a bargaining unit of pressroom employees represented by Local 255 of the Graphic Communications International Union.

Harvey E. Johnson Jr. (right) smiles after returning to his mailroom job at the Port Huron (Mich.) Times Herald following a brush with tragedy. Gary Sullivan (left), assistant mailroom manager/USA Today, and Dwayne Caldwell (center), newsprint handler, administered cardio-pulmonary resuscitation to Johnson after he collapsed on the job and his heart stopped.

Right to resign cannot be limited

A union may not restrict a member's right to resign during a strike, the NLRB has decided.

The board ruled that a local of the International Association of Machinists and Aerospace Workers violated the Taft-Hartley Act by fining a member $2,250 after he resigned and returned to work during a 1981 strike against an automobile dealership in Burlingame, Calif.

Labor specialists said the decision will make it more difficult for unions to exercise discipline over their members during strikes.

The ruling overturned a 1982 decision in another case in which the board held that unions could impose reasonable restrictions, such as 30 days' notice, on the right to resign during a strike.

Most unions have provisions in their constitutions limiting resignations during strikes. For example, The Newspaper Guild's constitution states: "No resignation or withdrawal may be accepted during a strike or lockout, or at a time when a strike or lockout appears imminent."

ANPA Manager/Labor Relations Charles Cole said the decision will allow employers to inform striking employees of their right to return to work "free of fine or discipline."

The union is appealing the decision.

(International Association of Machinists and Aerospace Workers, Local Lodge 1414, and Neufeld Porsche-Audi Inc., 270 NLRB No. 209) □

Deliverers' union found in violation

The NLRB has agreed with an administrative law judge that an independent deliverers' union unlawfully interfered with Gannett Co.'s introduction last year of USA Today in the metropolitan New York City market.

The board ruled that the Newspaper and Mail Deliverers' Union of New York and Vicinity violated the secondary-boycott provisions of the Taft-Hartley Act by inducing certain newspaper wholesalers through pickets and other means not to handle the newspaper [presstime, Jan. 1984, p. 53].

The union was ordered to stop its unlawful conduct and to post a notice to members stating that it will not "in any manner or by any means" induce anyone to stop handling USA Today.

(Newspaper and Mail Deliverers' Union of New York and Vicinity, 271 NLRB No. 11) □

ANPA SYMPOSIA

■ **HEALTH AND SAFETY**
October 11-12, 1984
Chicago Marriott O'Hare, Chicago

■ **PRESSROOM OPTIONS II**
October 30-31, 1984
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October 31-November 1, 1984
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HEALTH AND SAFETY

Health and safety issues are becoming a critical consideration for all businesses in the United States. It is vitally important for newspaper executives to be up-to-date on the many complex facets of these issues.

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The subjects to be covered include:

- Industrial hygiene surveys in pressrooms
- Ink problems, litigation and assessment of alleged hazards
- Health monitoring and spirometry program
- Hearing conservation program evaluation
- VDT developments
- Fleet safety
- Insurance programs (self insured vs. commercial carrier)
- ANPA Accident Reporting System
- Hazard communication regulations and their impending impact on the industry
- EPA update on hazardous waste management, the Clean Air Act and clean water legislation.

REGISTRATION

To register for the 1984 ANPA Health and Safety Symposium fill out and return the attached application with a check payable to ANPA. The registration fee is $250.00 and includes admission to all symposium sessions, continental breakfast and lunch on both meeting days, and a cocktail party the evening of October 10.

Telephone registration will also be accepted at 703/620-9500, ext. 654.

PRESSROOM OPTIONS II

These two subjects, crucial for executives planning the future of their newspaper operations, will be the focus of special symposia to be held in Chicago this autumn by the ANPA Technical Committee.

The two symposia will be held consecutively, giving busy executives a chance to attend both important meetings in a single trip. As a further convenience the symposia have been scheduled at the Chicago International Airport's Ramada Hotel O'Hare.

Many newspapers are considering major investments in pressroom operations. The Pressroom Options Symposium II (October 30 and the morning of October 31), reflects the industry-wide demands for information about the latest developments in this area and is an update of a conference held two years ago.

The meeting's chairman, Louis J. Franconeri, Vice President of Operations, Baltimore Sun, will moderate discussions of letterpress to offset conversions, flexography, ANPA-PRESS™ Anilox retrofit units, new press decisions and international press developments.

DISTRIBUTION SYSTEMS

The second symposium, "Distribution Systems," (the afternoon of October 31 and all day November 1) will cover the many changes facing the traditional newspaper mailroom.

The specific topics to be discussed during this symposium, chaired by Ronald L. Rickman, Vice President/Newspaper Groups, Lee Enterprises Inc., will include marriage mail and postal regulations; capabilities of equipment available for zone inserters; labelers and computer control systems; experiences with new, large and small inserting machines; accountability; and the automated mailroom.

FREEDOM CENTER TOURS

Arrangements have been made with the Chicago Tribune for tours (Tuesday and Wednesday evenings) of their new, state-of-the-art printing and distribution facilities. Sign-up sheets for these tours will be available at the symposia.

REGISTRATION

To register for either or both symposia fill out and return the attached application and your check, payable to ANPA.

The registration fee will be $250 for one symposium or $400 for both. Continental breakfasts, lunches, and a Monday night cocktail reception are included in the registration fee. Telephone reservations will also be accepted at 703/620-9500, ext. 654.

ACCOMMODATIONS

The Health and Safety Symposium will be held at The Chicago Marriott O'Hare, located near O'Hare International Airport.

For your convenience a block of rooms has been reserved at the hotel. The room rate is $79.00 for a single, and $89.00 for a double, per night.

A hotel reservation card will be sent to you upon receipt of your symposium registration. Reservations may also be made by telephone (312/693-4444). To assure accommodations we suggest making your reservation before September 18, 1984. If you choose to make your reservation by phone it is important to indicate that you will be attending the ANPA Symposium.

TRANSPORTATION

The Chicago Marriott O'Hare will provide free transportation to and from the airport at 15-minute intervals between 7 a.m. and midnight. Service between midnight and 7 a.m. is available on a call-in basis.

If you have questions or need assistance prior to the Symposium, please call Bernadette Pogozelski, ANPA Environmental Department, 703/620-9500, ext. 668.

ACCOMMODATIONS

For your convenience a block of rooms has been reserved at the Ramada Hotel O'Hare. The symposia room rates for attendees are $58 for a single or $68 for a twin-double, per night.

A hotel reservation card will be sent to you upon receipt of your symposium registration. Reservations may also be made by telephone (312/827-5131). To assure accommodations, we suggest making your reservation before September 28. If you choose to make your reservation by phone it is important to indicate that you will be attending the ANPA symposia.

TRANSPORTATION

Complimentary transportation is provided by the hotel to and from O'Hare International Airport (scheduled at 15-minute intervals) from 7 a.m. to midnight. Service is available between midnight and 7 a.m. on a call-in basis.

For further information, contact: Fred Warner, ANPA Research Manager/Engineer, 703/620-9500, ext. 504.

1984 ANPA Health and Safety Symposium Registration Form

October 11-12, 1984
The Chicago Marriott O'Hare

The registration fee for the Health and Safety Symposium is $250, which includes admission to all sessions, continental breakfast and lunch or both meeting days, plus a cocktail reception Wednesday evening, October 10. Please fill out and return this form with a check payable to ANPA to: Health and Safety Symposium, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, DC 20041.

Participants

_____

_____

_____

Titles **Phone Numbers**

_____

_____

_____

Authorized by _____

Name of Newspaper _____

Address _____

City _____

State _____ Zip _____

ANPA Special Technical Symposia Registration Form

October 30-31, 1984 **Pressroom Options**
October 31-November 1, 1984 **Distribution Systems**
Ramada Hotel O'Hare—Chicago

The registration fee for either symposia will be $250 or $400 for both. Registration includes admission to all sessions in the symposium selected, continental breakfasts, lunches, and a Monday night cocktail reception. Please fill out and return this form and a check made payable to ANPA to: Technical Symposia, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, DC 20041.

Name _____

Position _____

Newspaper _____

Address _____

City _____

State _____ Zip _____

I will attend ☐ Pressroom Options ☐ Distribution Systems
☐ Both

I will attend the luncheon ☐ 10/30 ☐ 10/31 ☐ 11/1

American Newspaper Publishers Association

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

Transportation

List of Conrail bidders trimmed to six

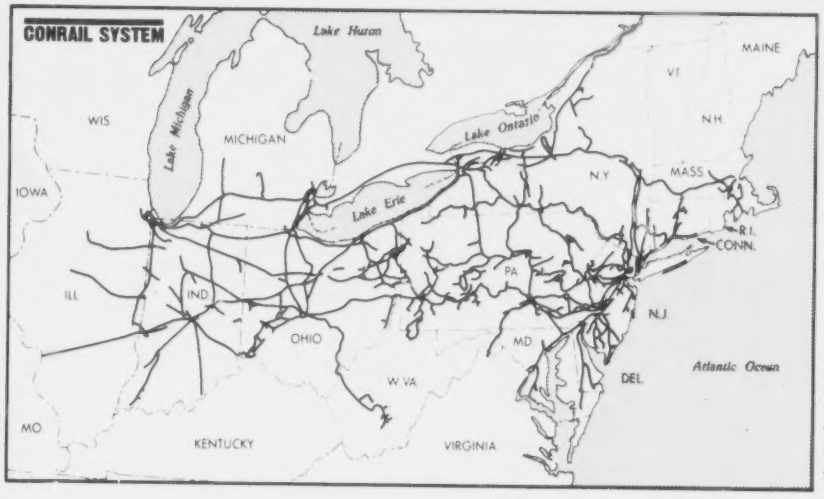
The U.S. Department of Transportation sent Congress draft legislation necessary for the sale of Conrail.

Under its provisions, unveiled Aug. 1, DOT would give up its stock in Conrail and wipe the slate clean with regard to the railroad's debt to the government.

DOT trimmed from 14 to six the list of bidders for the government-owned railroad. The finalists are: Alleghany Corp., the Railway Labor Executives Association, Guilford Transportation Industries, Norfolk Southern Corp., Citicorp and a group headed by J. Willard Marriott Jr. [presstime, July 1984, p. 72].

Transportation Secretary Elizabeth H. Dole said the legislation, if enacted, would eliminate several statutory provisions that apply only to Conrail, thus putting the carrier on equal footing with its competitors.

Passage, however, may be delayed. On July 26, 18 members of the House, claiming that Congress needs more time to evaluate the sale, proposed a one-year moratorium on selling the railroad. □



The Washington Post

TRANSPORTATION NOTES

• The Interstate Commerce Commission filed a petition with the U.S. Court of Appeals, D.C. Circuit, to reconsider its June 27 decision that partially vacated the ICC's **deregulation of boxcar traffic.** The commission said it would take the case to the U.S. Supreme Court, if necessary. In the interim, it is seeking a delay in implementation of the ruling, pending the outcome of the appeals process [presstime, Aug. 1984, p. 59].

• The takeover by CSX Corp. of American Commercial Lines and its **barge line subsidiary,** American Commercial Barge Line, won unanimous support from the ICC. The commission found that the joint rail-barge ownership by CSX would not diminish competition and therefore not violate the Panama Canal Act of 1912. CSX owns the Chessie and Seaboard System railroads [presstime, April 1984, p. 49].

The ICC reopened its October 1982 decision approving the **merger** of the Union Pacific, Missouri Pacific and Western Pacific railroads.

Earlier this year, a federal court remanded the case to the ICC after non-merging railroads protested that the merger was anti-competitive [presstime, Feb. 1983, p. 47].

• Bids submitted by the Soo Line and the Chicago and North Western railroads to **acquire the Milwaukee Road** won the favor of the ICC. Bids of the Grand Trunk Corp. and Chicago Milwaukee Corp. were disapproved. The recommendations now go to the Milwaukee Road's bankruptcy court [presstime, Oct. 1983, p. 29].

• The International Longshoremen's and Warehousemen's Union and the Pacific Maritime Association have **approved a three-year contract.** The new contract, replacing one that expired July 1, provides for average wage increases of about 5.3 percent annually, according to PMA [presstime, Aug. 1984, p. 59].

Exchange

Equipment for sale

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6219.

Complete news channel equipment setup: all audio, video and character-generated equipment necessary. Texscan MSI flexicaster with remote keyboard and spares. Hitachi FP-15 camera with portable recorder. Sony 3/4-inch player/recorder. All from 24 to nine months old. Will provide extended factory warranty and training on flexicaster. Great condition. Over $40,000 invested; make an offer. Contact Dan Dwelle, Athens Daily Review, P.O. Box 32, Athens, Texas 75751; (214) 675-5626.

208 used Beach magnetic saddles for Hoe Colormatic Press. Contact Fred Stickel [(717) 255-8405] or Gerry Wiest [(717) 255-8270], The Patriot-News Co., P.O. Box 2265, Harrisburg, Pa. 17105.

Hendrix 5700 system with EDS controller and three terminals and three Decitek tape holders. As a package, $2,500; terminals sold separately, $300 each. Also, two facet tape feeders, $250 each; ECRM auto reader with screen, $5,000; 35 various film strips for Computape II; 13 various film strips for Unisetter. Contact Carol Alagero, Century Newspapers, 3 Church St., Winchester, Mass. 01890; (617) 729-8100.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations.

For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

34 ANPA seminars scheduled for 1985

ANPA, through its Training Services Department, Technical Services Department, Human Resources Department and Foundation, has announced 34 training sessions to be held during 1985. Additional seminars and conferences are under consideration. Announcements will be made at a later date.

Any changes in the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Labor and Personnel Relations Conference — **Jan. 10-12, Boca Raton, Fla.**

Newspapers remain a labor-intensive business. At most newspapers, labor costs represent a substantial portion of the total operating budget. Effective management of the human resource function is required to control employment costs and to gain improved productivity of the work force. At this three-day conference newspaper executives will discuss employee rights, managing in the age of expanding expectations and industry-shaping forces. Registration fee: $250.

Management Development Workshop — **Jan. 14-18, Dallas; Sept. 16-20, Washington**

Leadership, decision making, communications techniques, motivation and coaching, team building, meeting management, problem identification and resolution; these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $595 for members of ANPA, $695 for non-members.

Leadership in the Newsroom — **Feb. 4-6, San Francisco; May 13-15, Chicago; Oct. 14-16, Washington**

To help skilled journalists with the management part of their editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $475 for members of ANPA, ASNE and APME, $575 for non-members.

Newspaper Executives Marketing Seminar — **Feb. 17-23, Houston**

To help newspaper executives learn more about their newspaper and its market by immersing themselves in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 on newspapers—which challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Promotion Association. Registration fee: $1,700 for members of ANPA and INPA, $1,900 for non-members.

Managing People in the Circulation Department — **Feb. 18-20, Orlando; April 22-24, Chicago; Dec. 2-4, Washington**

Problem solving, motivation, performance appraisal; these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of the Inter-

Charles Osgood, Chicago Tribune

New telecommunications technology is discussed at a workshop.

national Circulation Managers Association. Cosponsored with ICMA and the Newspaper Personnel Relations Association. Registration fee: $475 for members of ANPA, ICMA and NPRA, $575 for non-members.

Personnel Practices, Procedures and Policies Workshop **Feb. 24-27, Chicago**

An overview of major personnel functions, including labor relations and government regulations as applied to the newspaper business. The workshop explores specific policies and practices of varying size newspapers and provides methods for implementing them. Personnel trends outside the business are also examined. Cosponsored with NPRA. Registration fee: $300.

Advanced Labor Relations Seminar **March 11-12 St. Louis**

This seminar strengthens the ability of participants to achieve desired goals at the bargaining table. The legal aspects of hard bargaining will be highlighted as will strategies for attaining desired contract language to best utilize the latest technology commensurate with productive allocation of personnel. Participants will select the topics they wish to have discussed in depth. Registration fee: $300.

Conference for Newspaper Men and Women **March 17-20 San Diego**

Since 1966, this conference has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $750 for members of ANPA, $900 for non-members.

Strategic Planning Seminar **March 24-28, Houston**

To help top newspaper executives interpret evolving market changes and prepare strategies taking advantage of—or defending against—these changes. Building of the concepts introduced at the ANPA/INPA Newspaper Executives Marketing Seminar, this seminar offers a greater emphasis on environmental variables and a longer planning horizon for a special focus on long range strategic planning. Cosponsored with INPA. Registration fee: $1,300 for members of ANPA and INPA, $1,500 for non-members.

Newspaper in Education Conference **May 15-17, Toronto**

A special opportunity to learn and work with other NIE coordinators with successful NIE programs. Presentations by both newspaper managers and educators cover both starting and enhancing a NIE program. Cosponsored with the Canadian Daily Newspaper Publishers Association. Registration fee: $280, $380 for commercial attendees.

Labor Relations and Technology Seminar **June 7-8 New Orleans**

Held in conjunction with the ANPA Operations Management Conference & and Exposition, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. Discusses the effects of technology and mergers on traditional bargaining concepts and its impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Registration fee: $300.

Newspaper Training Conference **June 20-22, Boston**

A special opportunity to meet, work and learn with other newspaper managers with responsibilities in training and human resources development, for a specific department or the entire newspaper. Planned and presented by experienced newspaper trainers, the program will respond to the needs of the neophyte and experienced trainer, from newspapers of all sizes. Cosponsored with NPRA. Registration fee: $250 for members of ANPA and NPRA, $350 for non-members.

Finance and Accounting Workshop **Sept. 30-Oct. 2 Washington**

This new workshop will help newspaper executives without finance or accounting backgrounds with the numerical and statistical parts of their job. Demonstrations, lectures, exercises and case studies will prepare participants to be more informed and valuable in their newspaper's record keeping, budgeting and planning processes. Registration fee: to be determined.

Labor Relations Seminar **Oct. 7-9 Monterey, Calif.**

For over 11 years this seminar has assisted publishers, general managers and employee relations executives to both prepare for and conduct union contract negotiations. The seminar examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Cosponsored with the Industrial Relations Bureau and Pacific Northwest Newspaper Association. Registration fee: $400.

NIE Instructor Training Seminar **Oct. 8-11, Warrenton, Va.**

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They'll study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. Registration fee: $375.

Newsprint Seminar **Oct. 10-11, Chicago**

This will be the third cooperatively sponsored seminar focusing on current technical newsprint topics of mutual concern to all participants. A recent seminar focused on optical and printing qualities of newsprint, reduction of web breaks, computer applications in newsprint manufacturing and printing, and the pros and cons of lightweight newsprint. Cosponsored with the Technical Section of the Canadian Pulp and Paper Association. Registration fee: to be determined.

Health and Safety Symposium **October, Atlanta**

Topics will include: VDT issues, right to know laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: $250.

Research for Small-to-Medium Newspapers **Fall Reston, Va.**

Participants will gain a broad overview of the results of current, practical, applicable newspaper research; develop a specific plan for research in an area of their choice to be applied upon their return to their newspapers; and receive several continuing sources of assistance for future research, both from the academic

research experts who are leading the seminar and from cooperating researchers in schools and departments of journalism closer to home base. Registration fee: $175.

Management Skills for Newspaper Promotion **Nov. 18-20**
Chicago

Successful newspaper promotion requires participation and creative contributions of many people, with several skills and from different departments; this requires a special set of management and communications skills which are both studied and practiced at this workshop. The workshop participants examine the promotion manager's creative, professional and managerial role; they observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INPA. Registration fee: $475 for members of ANPA and INPA, $575 for nonmembers.

For more information on any of these seminars, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 371.

Hands-on seminars

These seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $550. The schedule for the second half of 1985 will be announced later.

Newspaper Quality Control **Jan. 7-11**
March 11-15
April 29-May 3

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Four seminars on press operations are scheduled.

Management Introduction to Newspaper Technology **Jan. 21-25**

This seminar introduces management personnel to the latest developments in electronic editorial and production systems. It is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

Adanced Offset Press Operations **Feb. 11-15**
March 25-29
May 13-17
June 24-28

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Color Separation Techniques **Feb. 25-March 1**
April 15-19

This seminar covers the skills needed for utilization of electronic scanning and direct screen color separation systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction—including the purpose of masking, additive and subtractive color theory, the relationship of ink and paper in color printing and proper evaluation of colors.

For more information on hands-on seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 660. □

New cross-training programs are on API's 1985 schedule

The American Press Institute's program of 34 seminars in 1985 will include three new offerings for daily newspaper managers. They are:

- **Newsroom Administration,** Jan. 27-Feb. 1; for news-editorial managers who deal primarily with budgeting, cost control, personnel matters, news space allotments, newsroom communications, special projects, and a variety of responsibilities apart from day-to-day editing and content decisions.
- **The Non-News Side of Newspaper Publishing,** Sept. 15-20; cross-training program for editors and newsroom managers who seek insight and knowledge on how other departments and operations function.
- **News-Editorial Management for Non-News Executives,** Dec. 8-13; second cross-training program to provide a working knowledge of newsroom operations and content policies and decision-making for those in advertising, circulation, marketing or general management.

Other seminars scheduled for API's 39th years of operation are:

- **Circulation Sales and Marketing Strategies,** Jan. 6-11
- **City Editors** (for newspapers over 75,000 circulation), Jan. 13-23
- **Management of the Weekly Newspaper,** Jan. 27-Feb. 1
- **News Editors and Copy Desk Chiefs,** Feb. 3-13
- **Advertising Executives of Weekly Newspapers,** Feb. 10-15
- **Business and Economic News Coverage,** Feb. 17-22
- **Newspaper Design,** Feb. 24-March 1
- **Management and Costs** (for newspapers over-75,000 circulation), March 3-13
- **Human Resources Management,** March 10-15
- **Circulation Managers** (for newspapers over-50,000 circulation), March 17-27
- **Promoting the Daily Newspaper,** March 24-29
- **Advertising Executives** (for newspapers over-75,000 circulation), March 31-April 5
- **Newspaper Production and New Technology,** April 14-19
- **Editing the Weekly Newspaper,** April 21-26
- **Sports Editors,** April 28-May 8
- **Managing Computer System Applications,** May 5-10
- **Executive Editors and Managing Editors** (for newspapers under-50,000 circulation), May 12-22
- **Improving Reporting Skills,** May 19-24
- **Executive Editors and Managing Editors** (for newspapers over-50,000 circulation), June 2-12
- **Management and Costs** (for newspapers under-75,000 circulation), June 16-27
- **Developing Management Skills,** June 23-28*
- **Editorial Page Editors and Writers,** July 14-19
- **Advertising Executives** (for newspapers under-75,000 circulation), Sept. 22-Oct. 2
- **Journalism Educators,** Oct. 6-11
- **Feature and Lifestyle Editors,** Oct. 13-23
- **Classified Advertising Managers,** Oct. 27-Nov. 2
- **Circulation Managers** (for newspapers under-50,000 circulation), Nov. 3-13
- **City Editors** (for newspapers under-75,000 circulation), Dec. 1-11
- **Marketing the Daily Newspaper,** Dec. 1-6*
- **Effective Writing and Editing,** Dec. 15-20
- **Picture Editors and Graphics Editors,** Dec. 15-20

Except for the two seminars denoted by an asterisk, the sessions will be conducted by API headquarters in Reston, Va., next door to The Newspaper Center. Developing Management Skills will be at Stanford University, and Marketing the Daily Newspaper will be at Kellogg West Conference Center in Pomona, Calif.

Tuition will be $690 for a nine-day seminar and $550 for a one-week program. Room and meal charges are billed to the newspaper after the seminar at API's special contract rate with The Sheraton Reston, located one block from the institute.

To participate in an API seminar, an applicant must be nominated by a newspaper's principal executive. Additional information and forms can be obtained from API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091. □

Journalistic philosophy explored in depth by two professors

Two university professors have pooled their expertise in *Philosophy and Journalism,* the first book, the authors claim, to "deal systematically with journalistic philosophy in its main dimensions."

S. Jack Odell, philosophy professor at the University of Maryland, wrote the first part, "Foundation," which includes explanations of the fundamentals of philosophy highlighted by journalistic examples.

Part II, "Implications," was written by John C. Merrill, journalism professor at Louisiana State University. Merrill applies philosophical concepts to journalistic matters ranging from dress codes to metaphysics. One of his conclusions is that "journalism is not a profession."

"A concern for philosophizing," the authors conclude, "will push the journalist's thinking into more systematic and logical channels," and thus "provide a more coherent foundation for his journalistic belief and value system."

The 190-page, hard-cover book is available for $19.95 from Longman Inc., 1560 Broadway, New York, N.Y. 10036. □

Digest of articles puts communications in global perspective

World Communications: A Handbook is a compilation of articles prepared by researchers and policy makers representing 25 countries in the "three worlds."

The co-editors, both from the Annenberg School of Communications at the University of Pennsylvania, are George Gerbner, professor of communications, and Marsha Siefer, director of communications.

In its five sections, the book covers global perspectives on information, transnational communications, telecommunications, mass communications and intergovernmental systems. One of the four appendixes lists global satellite systems from AUSSAT (Australian National Satellite System) to the Zairian Satellite System.

The 527-page, hard-cover book, published in 1983 during "World Communications Year," is available for $34.95 from Longman Inc., 1560 Broadway, New York, N.Y. 10036. □

Olympics and the conventions: more color, new techniques

Transmitting color photographs to newsrooms from remote news scenes, most notably from the Olympic Games and the national political conventions, took on new dimensions over the summer.

Five national publications—USA Today, U.S. News & World Report, Time, Sports Illustrated and Newsweek—used new electronic technologies to send color photographs from the event sites to the publications' headquarters in the East.

Currently, there are significant cost and transmission difficulties with such systems. However, ANPA experts say that before the next Olympic Games and political conventions are held—in 1988—the newspaper business will have in place a satellite-based system to deliver quality color photo separations for news columns as well as color advertising copy [presstime, July 1984, p. 57].

The USA Today endeavor, which took place at both the San Francisco and Dallas conventions and at the Los Angeles Games, included using the Scitex Satlight™ transportable scanner—with another one standing by as backup—along with the Hilton Hotel chain's videoconferencing network and AT&T's T1 Accunet Reserve 1.5 Network, a dedicated line for high-speed transmission of digitized data over long distances.

Transparencies were scanned and transmitted to the Washington Hilton. The tapes were picked up and taken across the Potomac River to USA Today headquarters in Rosslyn, Va., where the Scitex Pixet system is located. There each picture was cropped and enhanced, and the color separations were made on a Crosfield 540 scanner.

The reported transmission time, according to John S. Garvey, vice president/production of USA Today, was about 90 seconds. Had the Satlight service not been available, the newspaper either would have had to use color separations supplied by the Associated Press or, if there was enough time before deadline, to send photographs from Los Angeles to Washington by air freight.

The trunk-size Satlight scanner weighs 110 pounds and costs $130,000. The cost of using the T1 line is about $1,000 per hour, and Hilton charges $250 per hour for using its videoconferencing rooms.

Scitex bore the telecommunications costs.

Garvey conceded that the cost of Satlight was on the high side, but he said it is rather competitive with other alternatives. "It costs about $1,500 to $2,000 to have a photographer take a plane" to hand-carry film, he pointed out.

The USA Today executive said the system has its strong and weak points.

"It's not as portable as we would like," he said, but he termed the results "excellent."

"Actually, we were using [the system] as a test," Garvey reported. "We didn't expect to get live material from it."

Richard A. Curtis, managing editor of graphics and photography at the Gannett Co. newspaper, initially found the Satlight system "frustrating," but he laid blame for early problems at the Democratic convention in San Francisco on the inexperience of the personnel using it.

"For the Olympics, it worked like a dream," Curtis reported.

Gannett officials are giving thought to installing SatLight units at some of the group's other 84 dailies, which would enable them to provide regional color coverage for the national newspaper.

The U.S. News & World Report color-transmission project was similar in structure, even to the point of using the same facilities at the Washington Hilton. However, the weekly magazine entered the digitized photos into its pagination system, comprised of an Atex front-end system, an Information International Inc. electronic page makeup system and Scitex's Pre Sponse 310 color system.

The U.S. News & World Report project began in January, according to Neil O. Rice, the magazine's director of manufacturing technology, and the installation for July's convention in San Francisco was its first test. It was conducted jointly with Scitex.

Commenting on the quality of the color transmissions, Rice said that as an experimental project, "it was acceptable for me. . . . I haven't worked with it long enough to say that it will replace [other equipment] in the field."

The major problem for the magazine was the T1 line, which failed for four hours at one point during the Democratic convention. But USA Today's Garvey blamed that on technicians who were unfamiliar with the facilities within the relatively new Moscone Center.

Scanner is used to relay color pictures.

The system was expensive to use, Rice said, but the costs were assumed jointly with Scitex.

"I'm ending up with an editorial tradeoff," he said, adding that the system would not be "cost justifiable for smaller newspapers, except in a clustered use" by several publications.

Unlike USA Today and U.S. News & World Report, the three other publications used Crosfield Data Systems Inc. color scanners in innovative ways to achieve photographic coverage of late-breaking events.

For both Time and Sports Illustrated, a Crosfield Magnascan scanner located at the Time Inc. Torrance, Calif., facility, was used to digitize the separations. The data were then beamed by satellite, through Time's Home Box Office transponder, to receiving dishes in Hauppauge on Long Island, N.Y. A T1 line then relayed the data to New York City.

According to Gérard C. Lelièvre, operations director for Time, pictures were cropped, air-brushed and color enhanced after they were received in New York.

posed and edited on a Crosfield Proedit

system and merged with text on the Studio 860 production front-end system.

Lelièvre said the quality was such that you couldn't tell the difference between the pictures delivered via the Crosfield system and those flown by jet to New York for processing.

Time also experimented with Scitex's Satlight transportable scanner, using it as a backup to the Crosfield equipment, and displayed and manipulated the pictures on the magazine's Scitex-manufactured Vista system.

The Newsweek project was perhaps the most complex because the magazine used both Scitex and Crosfield transmission and receiving systems and Information International conversion equipment for its color coverage.

The primary transmission system used Crosfield scanners located at a Los Angeles engraving firm.

According to Daniel M. Levine, the magazine's director of graphic systems, Newsweek chose to make color proofs before transmitting digitized separations to New York. "We haven't yet developed the ability to evaluate color on a TV monitor," he pointed out, adding that editors didn't want to gamble on the quality of the printed photograph.

Newsweek used a 56-kilobyte baud line for the transmissions via satellite. "We didn't get the efficiency of a T1 line," Levine said, alluding to the T1's speed, "but we were competitive with Time in what we were getting."

As with Time, Newsweek beamed the pictures at publication size. Also, Newsweek had the ability to manipulate the photos after they arrived in New York.

In a secondary scheme, Newsweek delivered photographs to a Scitex van containing a Hell DC 300 scanner and a Response 350 system. The van was linked to the Hilton videoconferencing/AT&T T1 network. In a manner similar to the USA Today/U.S. News & World Report transmissions, the data transmitted through Scitex arrived at a New York Hilton.

In both of Newsweek's transmission schemes, the data were captured on magnetic tape in New York before being entered into the systems.

Data that originated on the Crosfield equipment were fed into and manipulated on the Proedit system. Data from the Scitex equipment were entered into the Vista system.

In both cases, as with U.S. News & World Report, the data were converted on the Triple-I Infocolor II conversion unit into a format that was acceptable to Triple-I VideoComp 570 typesetters, then beamed via satellite to the typesetters located at regional printing plants.

Levine said cost and production problems prevented Newsweek from using the Satlight/T1 transmission configuration.

"We were not impressed with the quality of it," he said.

Time's Lelievre added, "The quality (from the SatLight portable scanner) was not as good as Crosfield's."

And USA Today's Garvey said he believes the portable scanner will not be successful until it can transmit over regular telephone lines. —*Paul Kruglinski*

Press changes proposed

The National Printing Equipment and Supply Association Inc., an organization composed of vendors to the printing industries, has sought comments from ANPA members and other interested parties on proposed revisions to standards for press controls and signaling systems [presstime, May 1984, p. 66]. The revisions were formulated by the American National Standards Committee B65.1, "Safety Specifications for Printing Press Drive Controls," comprised of ANPA and 22 other organizations. □

TECHNOLOGY CALENDAR

• **IPEX '84**, an international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.

• The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.

• **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference is sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.

• The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.

• The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.

• The **45th New England Newspaper Production Conference** will be Oct. 11-14 at the Boston Marriott.

• **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York City.

• **IFRA, the Congress of the International Association for Newspaper Technology,** will hold its annual Congress and Exposition Oct. 15-18 in Nice, France.

• The annual meeting of the **International Newspaper Conversions Group** will be Oct. 24-26 at the Disneyland Hotel in Anaheim.

• ANPA **Special Technical Symposiums** will be Oct. 30-Nov. 1 at the Chicago Ramada Hotel O'Hare. Pressroom Options II will be held the first day-and-a-half; Distribution Systems the second day-and-a-half.

• **Lasers in Graphics**, the annual conference on prepress technology and electronic publishing, will be Nov. 4-8 at the Hyatt Regency New Orleans.

• Printing Industries of America, a trade association of printers and allied graphic arts groups, will hold its **National Materials Management Conference** Nov. 7-9 at the Sheraton International Hotel at O'Hare in Chicago.

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New microprocessor-based mailroom system improves handling of odd-count bundles

The Springfield (Ill.) State Journal-Register has introduced microprocessor mailroom controls that facilitate counting, sorting and bundling operations—particularly the preparation of odd-count bundles.

The controls permit the newspaper to program mailroom stackers to prepare odd-count bundles automatically for each of the newspaper's nearly 1,000 carriers.

The paper installed its IDAB stacker programming system last year to gain microprocessor control of odd-count bundle requirements. The data processing department prepares a new program each day for mailroom use.

"Today there is more technological awareness in our mailroom than ever before," comments Delbert Van Dyke, the department's supervisor. "We've got to have the more advanced systems to handle the bigger packages. Quick preparation of odd-count bundles is critical to our news. This is a simpler, more unique way of creating odd-count bundles."

The procedure for building precise bundles is relatively simple. Information such as maximum and minimum bundle size (depending on number of pages and number of inserts), anticipated press speed, and the kind of stacker to be used are determined.

In the data processing department, edition requirements are entered on a truck-by-truck, draw-by-draw, route-by-route basis. This information, which can be entered hours or minutes before the run, is recorded on a floppy disk and sent to the mailroom.

"On a typical run," explains Van Dyke, "we can utilize two stackers and load two trucks simultaneously. There are two independent-memory registers, each with capacity of 400 draws. One register stores draw requirements for bundles built by one stacker. The other memory stores those draws for bundles produced by the second stacker. The system is virtually foolproof."

The computer automatically divides amounts for a multi-bundle route, and the programmer controls the stacker to prepare specified bundles. For example, if the computer determines maximum and minimum bundle size to be 40 and 11 copies, respectively, each draw is examined on this basis. A 96-paper route, thus, would receive a "key" bundle of 16 copies and two standard bundles of 40 each.

Manual entry of commands for additional copies required for mailing, advertising and replacement is also possible with the Springfield newspaper's system. A bypass control permits production of additional bundles not entered into the system's memory. The mailroom foreman uses a keyboard on the stacker programmer to enter the revised commands into the system.

The State Journal-Register (all-day, circulation 69,492) also uses computer-prepared wrappers for every bundle. Prominently displayed on each wrapper are date, truck and route numbers, location of route, draw amount and number of papers in the bundle.

There are provisions on the wrapper for relaying special instructions to the carrier. For instance, a typical message might read: "Sunday comic pack will be delivered on Saturday morning. Keep these until Sunday morning and deliver with news section." Information about new subscribers, restarts, cancellations or complaints is also conveyed in this manner.

The Springfield mailroom includes IDAB load monitors at each stacking station to assist personnel during the draw-building process. The monitors, interconnected to the programmer through a mating cable, verify the count of each bundle.

A digital readout displays the truck's identification number that was earlier keyed into the programmer. As each draw is processed, the count readout displays the size of the key bundle and then the number of standard bundles that remain to be built. As each standard bundle is discharged from the stacker, the number of bundles shown on the readout will decrease by one.

The load monitors include indicators that signal whether a key or standard bundle is being built by the stacker. When the last draw for a truck has been processed, the load number for the next truck appears on the display.

"Because of its accuracy, we have a lot of confidence in the system," says Van Dyke. "It has virtually eliminated circulation complaints, and the job is done with minimal use of manpower."

The newspaper is receiving other, bottom-line benefits from the device. "We've gotten some good cost savings," says R. Duane Cearlock, circulation manager.

Clerks are no longer needed for sorting bundles, he says, and envelopes are not required for messages to carriers.

Cearlock says the device's ability to send out a variety of messages frequently also has made "a substantial improvement in customer relations." □

The State Journal-Register

Joey Maggio, day foreman of the Illinois daily, monitors odd-count bundles.

Correction

The Lasercomp Mk2i text and graphics laser output device by Monotype Inc. sets copy at 100-pica width, not 70 picas as reported in the July issue of presstime (p. 25). Presstime regrets the error. □

Switching panel saves both nerves and down time

The most feared announcement that hangs over the modern newsroom is probably: "The system's down!" Those nerve-racking words conjure up an editor's worst nightmares: lost copy, rewriting, re-editing and late editions.

For those reasons, system editors and production managers are always trying to devise ways to prevent a system's failure, or at least to minimize the catastrophe caused by a computer crash.

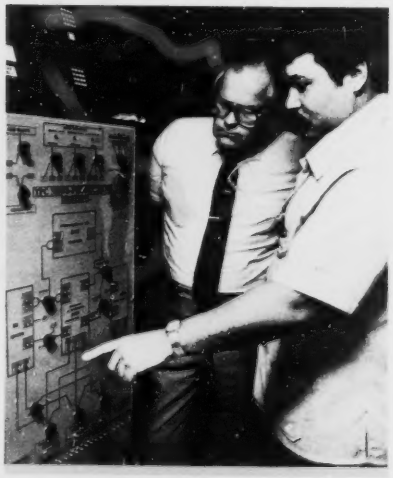
The St. Petersburg Times and Evening Independent have attacked that problem by inventing a "reconfiguration switch."

The switch, developed by Senior Engineering Technician Stan Kabala, is actually several switches on a panel that allow personnel to transfer the functions of a failed computer to a backup unit.

"The purpose of the switch is to allow us to change computers without unplugging and plugging cables," said Coleman T. Brown, manager of systems and computer services. "It provides the ability to reconfigure the system by switches instead of having to recable."

Recabling could take an hour, "if you didn't make a mistake," Brown said. The switch system is instantaneous. "The switch gives us an awful lot of flexibility." It is also used to analyze the data flowing between elements within the systems so that trouble spots can be identified.

To provide a fail-safe dimension to the switch, it is made almost entirely of mechanical parts—not of the electronic components that are vulnerable to failure when the computer goes down. □



Brown (left) with Kabala at switching panel

TECHNOLOGY NOTES

• Anchor/LithKemKo, an Orange Park, Fla.-based supplier of a variety of graphic arts materials, announced that it has reached an agreement in principle to **acquire the Hydrographic Corp.** of Irving, Texas. Hydrographic manufactures offset plates and graphic arts chemicals.

• U.S. Printing Ink of East Rutherford, N.J., has **acquired Sinclair & Carroll Co. Inc.** of Chicago, another supplier of ink to newspapers. Sinclair & Carroll will retain its current management and operate as a division of U.S. Printing Ink.

• Liber Systems Inc. and Crosfield Data Systems Inc. have **entered into a non-exclusive cooperative agreement** on pagination research and development.

Under the agreement, Liber Systems' TIPS Text and Image Processing System will ultimately drive Crosfield's DATRAX 760X Lasermask™ Film Recorder and Platemaker.

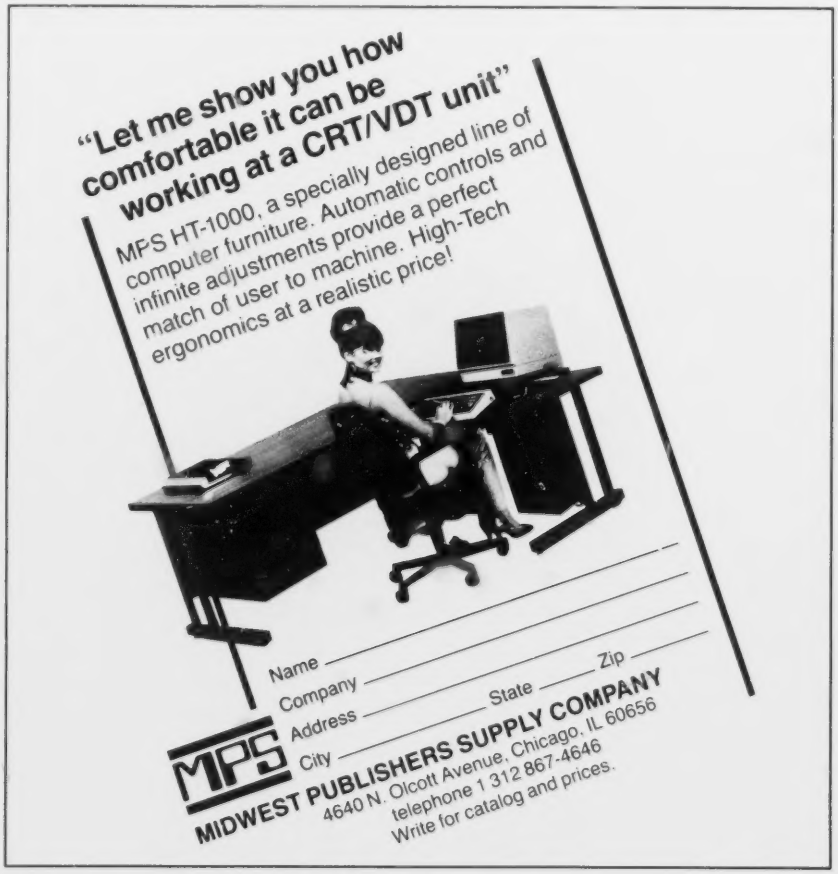
• AM International Corp., a manufacturer of typesetting and graphic arts materials, announced that it has **mailed an amended plan and disclosure statement** to its creditors and stockholders.

Under the proposed reorganization plan, AM International will distribute about $201 million in cash and 40 million shares of common stock to creditors and shareholders, of which the latter will receive 23.5 percent.

Parties to the plan had until Sept. 1 to vote on it. Hearings are scheduled in bankruptcy court Sept. 5-7. If the amended plan is approved, AM International will come out of Chapter 11 protection [presstime, May 1982, p. 46].

• Management of the Large Systems Operations of Itek Corp., a subsidiary of Litton Industries, **bought out that division of Itek** and renamed it Unitex Inc.

The new firm, which moved its headquarters to Nashau, N.H., is marketing the CPS and Minitek systems, the 100gt and the Mark LX 100-pica typesetters, and the Viewtex page dummying station.



CPU strikes one newsprint mill in Quebec, but workers at six others agree to terms

Members of the Confederation of National Trade Unions struck the La Baie, Quebec, newsprint mill of Consolidated-Bathurst Inc. in late July over contract demands. The contract between the mill and the union had expired April 30.

However, members of the Canadian Paperworkers Union negotiated a new three-year contract at the company's Grand Mere, Trois-Rivieres and Shawinigan, Quebec, mills. Details of the settlement were not available at press time.

Also, CPU members at the Trois-Rivieres mill of Kruger Inc. ratified a three-year contract based on the terms of a contract the CPU agreed upon earlier with Abitibi-Price Inc. It calls for wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third [presstime, Aug. 1984, p. 59].

The CPU also ratified a similar contract at four Quebec mills included in the Eastern Canadian Newsprint (bargaining) Group. They are Domtar Newsprint Inc.'s Dolbeau mill; James Maclaren Industries Inc.'s Masson mill; Reed Paper Ltd.'s Quebec City mill; and the Quebec North Shore Paper Co.'s Baie Comeau mill. Previous contracts at Kruger and ECNG expired April 30.

Contract negotiations continue between other Canadian newsprint producers and the CPU and the CNTU.

In the United States, a strike continues by the Association of Western Pulp and Paper Workers at Publishers Paper Co.'s Newberg, Ore., newsprint mill, where one of the paper machines is being operated by non-union workers. Meetings between the two parties and a federal mediator were continuing at press time.

In a related development, the company's Oregon City, Ore., mill was shut down for four days in August when AWPPW workers refused to cross a picket line set up by Newberg strikers.

Elsewhere in the United States:

- Members of the United Paperworkers International Union ratified a three-year contract at the East Millinocket, Maine, mill of Great Northern Paper Co. It provides wage increases of 63 cents in the first year and 5 percent in each of the second and third years.
- Meetings were continuing in late August between the AWPPW and Crown Zellerbach Corp.'s Port Angeles, Wash., mill. A strike vote was approved earlier by the union. The contract there expired May 31. □

Champion agrees to buy St. Regis

Champion International Corp. agreed to acquire St. Regis Corp. in a transaction valued at about $1.84 billion.

The merger announcement came in late July, shortly after internationally known publisher Rupert Murdoch said he planned to make an offer for 50.1 percent of St. Regis. Murdoch subsequently said he would not pursue his plan to acquire St. Regis.

William Haselton, chairman of St. Regis, said he expects the merger to be completed in October. He said he expects Champion to sell some of the St. Regis assets but to retain most of its pulp, paper and forest products operations.

If completed, the purchase would make Champion the nation's largest paper producer and second largest producer of lumber and plywood. The transaction is subject to federal antitrust review [presstime, Aug. 1984, p. 59].

The company said that it does not anticipate any significant antitrust objections to the acquisition.

In a related matter, St. Regis said it had acquired the 8.5-percent block of its shares held by Georgia-Pacific Corp.

St. Regis acquired 2.7 million shares of its common stock as well as 45,000 shares of St. Regis Capital Corp. preferred stock in exchange for cancelling a $110 million Georgia-Pacific note held by St. Regis.

The acquisition of the Georgia-Pacific-held stock was a condition of Champion's tender offer for St. Regis. □

Newsprint notes

A group of investors calling itself Humber Newsprint Co. has been set up to **buy Bowater's Corner Brook**, Newfoundland, newsprint mill. At least two other groups have submitted bids to buy the mill, which Bowater put up for sale last October. Bowater has said it will shut the mill down if not sold by year-end [presstime, Dec. 1983, p. 50].

• • •

Daishowa Paper Mfg. Co. plans to restudy the possibility of **adding a paper machine** at its Quesnel River, B.C., mill to produce newsprint or some other grade of paper for export to Japan. The mill is jointly owned by the Japanese company and West Fraser Timber Co. Ltd. [presstime, Jan. 1983, p. 44].

Financial report of paper companies, first six months of year

Net income (in thousands of dollars)

	1984	1983	% Change
Abitibi-Price Inc.	31,011(a)	13,902(b)	+123.1
Boise Cascade Corp.	61,400	28,100	+118.5
Bowater Inc.	24,695	15,778	+56.5
British Columbia Forest Products Ltd.	(5,300)	(20,600)	--
Consolidated-Bathurst Inc.	47,629(c)	18,125	+162.8
Crown Zellerbach Corp.	53,700	40,400	+32.9
Domtar Inc.	53,400(c)	9,700(c)	+450.5
Donohue Inc.	12,800	1,200	+966.7
Great Lakes Forest Products Ltd.	4,616	(7,829)	--
Great Northern Nekoosa Corp.	64,800(c)	36,900(c)	+75.6
International Paper Co.	122,300(c)	119,300(c)	+2.5
Kimberly-Clark Corp.	119,500	99,500	+20.1
MacMillan Bloedel Ltd.	(12,200)	14,100(c)	--
St. Regis Corp.	66,510	22,710	+192.9
Southwest Forest Industries	9,003	(6,668)	--
Weyerhaeuser Co.	140,520	81,570	+72.3

(a) including extraordinary loss
(b) restated
(c) including extraordinary gain

Two more months of rising consumption

The estimated newsprint consumption of all U.S. users increased 6.7 percent in June and 10.9 percent in July from the same months last year.

During the first seven months of 1984, consumption by all users was 9.2-percent higher than that during the same period last year.

Consumption by U.S. daily newspapers rose 3 percent in June and 8.2 percent in July. For the seven-month period, U.S. dailies consumed 5.6-percent more newsprint than a year earlier.

At the end of July, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 52 days. Stocks of North American mills were about one-fourth below July 1983 levels.

The July operating rate for Canadian mills was 98 percent, and for U.S. mills it was 89.8 percent.

Shipments from Canadian mills for the first seven months of the year were up 9.4 percent from the same period in 1983. Canadian shipments to the United States increased 13.1 percent, shipments within Canada were up 14.6 percent and exports overseas decreased 9 percent.

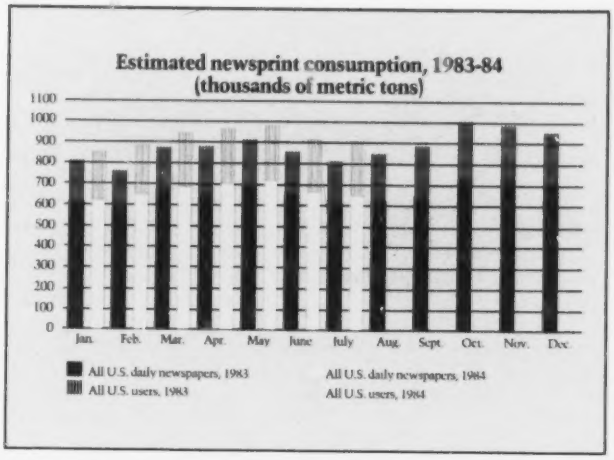
U.S. mill shipments were 13.4-percent higher during the period compared with 1983 levels.

Estimated consumption of all U.S. daily newspapers[1]

Region	May 1984(r)	May 1983	% Change
Northeast	174,500	174,197	+0.2
North Central	155,571	151,280	+2.8
South	231,857	217,830	+6.4
West	158,461	151,019	+4.9
Circulation size			
up to 25,000	49,063	54,688	-10.3
25,001-100,000	128,518	132,619	-3.1
Over 100,000	542,808	507,019	+7.1
May totals	720,389	694,326	+3.8
Region	**June 1984**	**June 1983**	**% Change**
Northeast	165,414	161,294	+2.6
North Central	141,107	140,014	+0.8
South	211,878	203,012	+4.4
West	148,616	143,391	+3.6
Circulation size			
up to 25,000	45,506	51,442	-11.5
25,001-100,000	118,152	123,019	-4.0
Over 100,000	503,357	473,250	+6.4
June totals	667,015	647,711	+3.0
Region	**July 1984(p)**	**July 1983**	**% Change**
Northeast	154,653	146,245	+5.7
North Central	138,301	130,141	+6.3
South	213,978	197,020	+8.6
West	152,539	136,011	+12.2
Circulation size			
up to 25,000	46,459	46,653	-0.4
25,001-100,000	116,154	111,148	+4.5
Over 100,000	496,858	451,616	+10.0
July totals	659,471	609,417	+8.2
Seven-month totals	4,720,445(p)	4,470,021	+5.6(p)

Production

	Canada	U.S.A.	North America
June 1984	780,267	424,251	1,204,518
June 1983	719,464	371,925	1,091,389
Increase	+60,803	+52,326	+113,129
	+8.5	+14.1	+10.4
July 1984	825,402	408,981	1,234,383
July 1983	698,633	377,811	1,076,444
Increase	+126,769	+31,170	+157,939
	+18.1	+8.3	+14.7
Seven months 1984	5,198,516	2,951,661	8,150,177
Seven months 1983	4,855,350	2,699,475	7,554,825
Increase	+343,166	+252,186	+595,352
	+7.1	+9.3	+7.9



Estimated consumption of all U.S. users

	Recent year	Year earlier	% Change
May totals	992,000(r)	919,000	+8.0(r)
June totals	916,000	858,000	+6.7
July totals	905,000(p)	816,000	+10.9(p)
Seven-month totals	6,459,000(p)	5,916,000	+9.2(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
May 1984	811,160(r)	36	7
May 1983	745,506	35	6
June 1984	872,610	40	8
June 1983	808,475	42	7
July 1984	950,877(p)	43(p)	9(p)
July 1983	825,638	42	6
Canadian mills			
June 1984	234,748	--	--
June 1983	339,020	--	--
July 1984	301,400	--	--
July 1983	358,445	--	--
U.S. mills			
June 1984	55,370	--	--
June 1983	133,386	--	--
July 1984	51,746	--	--
July 1983	116,143	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1984	651,239	100,305	120,718	872,262
June 1983	564,529	82,972	147,973	795,474
July 1984	572,202	82,628	103,920	758,750
July 1983	451,915	75,883	151,410	679,208
Seven months 1984	3,819,031	621,191	759,877	5,200,099
Seven months 1983	3,376,612	541,896	834,697	4,753,205
Increase or decrease	+442,419	+79,295	-74,820	+446,894
	+13.1	+14.6	-9.0	+9.4
From U.S. mills				
June 1984	408,225	----	10,257	418,482
June 1983	365,503	----	29,433	394,936
July 1984	382,819	----	29,786	412,605
July 1983	365,377	----	29,677	395,054
Seven months 1984	2,846,346	----	154,275	3,000,621
Seven months 1983	2,509,403	----	160,338	2,669,741
Increase	+336,943	----	-6,063	+330,880
or decrease	+13.4	----	-3.8	+12.4
From North American mills				
Seven months 1984	6,665,377	621,191	914,152	8,200,720
Seven months 1983	5,886,015	541,896	995,035	7,422,946
Increase	+779,362	+79,295	-80,883	+774,774
or decrease	+13.2	+14.6	-8.1	+10.5

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.
[2]Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

Layoffs, pay cuts mark latest financial difficulties at UPI

United Press International and the Wire Service Guild took drastic steps in late August to prevent what Guild President William Morrissey called "the news service's demise."

UPI and the Guild announced agreement on a plan to lay off about 40 permanent editorial staff members and about 60 probationary and temporary staffers. According to some press reports, there could be up to 200 layoffs, but UPI officials said that figure was "speculative."

In addition, the plan calls for all remaining UPI employees to take a 25-percent pay cut effective Sept. 15, with a gradual increase in pay to existing levels by Dec. 15, 1985.

"These are stringent measures. We are keenly aware that we are asking all of our employees to make considerable sacrifices," said Luis G. Nogales, UPI executive vice president and general manager. "But we entered into discussions with the Guild with a clear and shared goal: to reach an agreement that will go beyond ensuring UPI's short-term survival."

He added, "Both the Guild and the company refused to accept any plan that did not provide a basis for UPI's financial stability and growth over the long haul."

According to Nogales, the plan would allow UPI's finances to enter the black in the last quarter of 1984. It would be the first profitable quarter for UPI in 20 years.

"All of 1985 will be a profitable year for UPI," he claimed.

The plan was to have been submitted for ratification to the approximately 950 UPI Guild members in late August. Details of the agreement were outlined in a press briefing Aug. 23 in New York.

As of that date, UPI already had given layoff notices to 47 employees. Nogales said most of them were temporary staff members.

The plan also includes a one-year "postponement" of contributions by UPI to the company's pension funds.

On a positive note for remaining workers, the plan calls for UPI's owners to allocate to employees a stock interest equal to 6.5 percent of the equity of the company. Each staff member would receive shares apportioned according to how much he or she will give up in salary during the "wage-reduction cycle" of the recovery plan. UPI officials say the turnaround will make the stock valuable.

During that cycle, the 25-percent pay cut would remain in effect through Dec. 15, 1984. Salaries would then rise to 85 percent of current levels through March 31, 1985, 90 percent from April 1 through June 30, 95 percent from July 1 through Sept. 30, and would be fully restored between Oct. 1 and Dec. 15, 1985.

All employees would receive a 3-percent raise between Dec. 15 and 31, 1985, and a 5-percent increase from Jan. 1 through April 16, 1986.

It took UPI and the Guild 16 days of negotiations to reach agreement. Guild President Morrissey described the event as "the most traumatic, gut-wrenching assignment of our lives." Terms agreed to were "our only choice," he said.

Neither Guild nor UPI officials would comment on what would happen if the Guild membership rejects the plan.

UPI's already weak cash flow became especially "crimped" in August because of coverage of the Olympics and the 1984 political campaigns, said UPI spokesman David Wickenden.

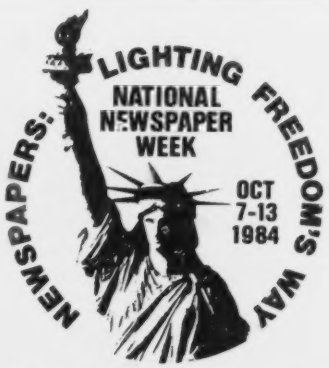
Nogales said that since Douglas F. Ruhe and William E. Geissler bought UPI from E. W. Scripps Co. in 1982, the wire service's average monthly deficits have been sharply reduced. "Deficits were running at about $2 million monthly" in 1982, and now they are less than $1 million, UPI officials said.

Also at the press briefing, UPI confirmed that it is seeking an infusion of investment capital through the investment banking firm G. William Miller and Co. of Washington, D.C.

The New York Times earlier had reported that UPI owners are seeking $12 million for a 30-percent ownership in the company. Wire service officials would not comment on that point.

Also, former UPI Chairman John Jay Hooker, who resigned in 1983 after only two and a half months in the position following a disagreement with Ruhe and Geissler, said he had lined up a group that is interested in buying into the wire service.

Meanwhile, UPI described plans for yet another element of its stepped-up fight for survival: a three-year "editorial redeployment program." Among features of this "reorganizational" plan are: a new, 10-person graphics department, a "features and enterprise desk," a "special investigative team" and expanded sports and financial departments, with more regional sports writers being added in the states. □



Press kits for National Newspaper Week Oct. 7-13 are available for $6 each from the South Dakota Press Association, Box 2230, Brookings, S.D. 57007. Part of the event will be observance of Newspaper Carrier Day Oct. 13.

Recent acquisitions

Donrey Media Group of Fort Smith, Ark., acquired the Ukiah (Calif.) Daily Journal, daily circulation 8,066.

Donrey also acquired the Altus (Okla.) Times, daily circulation 7,896.

Cox Enterprises Inc. of Atlanta, a partner with Donrey in the ownership of The Yuma (Ariz.) Daily Sun, acquired Donrey's 50-percent interest and thus assumed full ownership of the 24,803-circulation paper.

The Buckner News Alliance of Seattle acquired the Corona-Noroco (Calif.) Independent, daily circulation 3,734.

The Times Mirror Co. of Los Angeles, is acquiring Call-Chronicle Newspapers Inc. of Allentown, Pa., publisher of The Morning Call, daily circulation 128,756.

Anderson (Ind.) Newspapers Inc., acquired the Sentinel-Standard of Ionia, Mich., daily circulation 4,612, and the South Haven (Mich.) Daily Tribune, circulation 2,473.

Galveston (Texas) Newspapers Inc. acquired The Texas City (Texas) Sun, daily circulation 12,214. □

3 more p.m. papers change to morning; one drops idea

Three more evening newspapers are converting to morning publication.

Two of them are Gannett Co. dailies—The New Mexican of Santa Fe, N.M., and the Journal and Courier of Lafayette, Ind. The 16,053-circulation New Mexican was scheduled to change Aug. 27, and the Journal and Courier (circulation 37,040) Sept. 4.

In Canada, Le Soleil (121,227) of Quebec City will add a Sunday edition Sept. 16 and be a morning paper thereafter.

The p.m.-to-a.m. conversions make a total of nine this year, including the 71,264-circulation Press Democrat of Santa Rosa, Calif., which made the change April 9. Last year, 14 evening papers converted to morning publishing schedules [presstime, April 1984, p. 70].

Going against the trend, the Champaign-Urbana (Ill.) News-Gazette (48,938) canceled plans to move from all-day publication to mornings-only after a poll showed its subscribers prefer an afternoon publication. The daily dropped its morning edition June 4. □

Morning, evening staffs merged at papers in 2 Georgia cities

Two Georgia newspaper companies with morning and evening newspapers published in the same city have merged their news staffs.

Augusta-based Morris Communications Corp. said the staffs of The Augusta Chronicle (morning, circulation 60,677) and The Augusta Herald (evening, 18,365) would merge Sept. 1.

Publisher William S. Morris III named W. Howard Eanes, managing editor of the Chronicle, as executive editor of the two newspapers. Morris said the reorganization of the two staffs "will be apparent to our readers only as it results in better newspapers with broader coverage."

The two dailies will remain distinct in character, coverage and appearance, the company said. Eanes noted that the Chronicle is "more of a regional newspaper," while the Herald emphasizes local news.

In the other change, the staffs of The Columbus Enquirer (morning, 33,975) and The Columbus Ledger (evening, 26,193) were merged May 28. "The whole staff is enthusiastic about it," said Assistant Executive Editor Jack E. Swift. "It makes no sense to have two reporters covering city council meetings," he added.

The Columbus dailies are in the Knight-Ridder Newspapers group.

The Georgia staff mergers are the 12th and 13th such actions since 1980 [presstime, March 1984, p. 52]. □

'Inside Story' scratched from fall lineup

Lack of funding has forced the removal of "Inside Story" from the Public Broadcasting Service's fall television program lineup.

However, Senior Executive Producer Ned Schnurman said he expects sufficient funds will be raised in time for the series to be back on the air in January. About $2 million is being sought for 13 programs.

"Inside Story" has examined media issues such as coverage fairness, journalism ethics and press ownership [presstime, March 1983, p. 32].

If the series does resume, it will be without host Hodding Carter III, who will be replaced by former NBC newsman Edwin H. Newman. Schnurman said the departure of Carter was unrelated to the show's financial difficulties. Carter, a former State Department spokesman, would anchor a special "Inside Story" program proposed for later this year on communications between the United States and the Soviet Union, Schnurman added. □

Changes in command

Newspaper Association Managers, at its annual convention Aug. 5-9 in Virginia Beach, elected the following new officers:

- *President*—Warren M. Hoyt, executive director, Michigan Press Association
- *Vice President*—David R. West, secretary-manager, Illinois Press Association
- *Secretary*—Reg Ivory, executive director, Inland Daily Press Association
- *Treasurer*—Edward W. Tucker, general manager, New Jersey Press Association.

In addition, Stephen E. Palmedo was selected for the new position of NAM executive secretary. Working out of The Newspaper Center in Reston, Va., Palmedo also will continue to function as manager of training services for ANPA. □

'Shoe' **By Jeff MacNelly**

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Speeches

Donald E. Graham

Ralph L. Lowenstein

Godfrey Kauffman

Howard G. Sutton

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

New Times, Old Values
Donald E. Graham, publisher, The Washington Post. The Press-Enterprise Lecture Series, University of California, Riverside, March 20.

Conversion in Retrospect
Jon Markey, production director, USA Today. ANPA Operations Management Conference & Exposition, Atlanta, June 13.

The State of Journalism Education: An Educator's View
Ralph L. Lowenstein, dean of the College of Journalism and Communications, University of Florida. Southern Newspaper Publishers Association seminar, Atlanta, July 9.

K mart's Advertising Plans
A. E. Stine, central region advertising manager, K mart Corp. International Newspaper Advertising and Marketing Executives semi-annual conference, Maui, Hawaii, July 16.

From the Newspaper Personnel Relations Association annual conference, San Antonio, June 17-20:

The Employment-at-Will Phenomenon
Leland B. Cross Jr., Ice Miller Donadio & Ryan, Indianapolis.

OSHA Right-to-Know Standards—What to Do
Richard W. Neergaard, ANPA manager/environmental services.

From the International Circulation Managers Association annual conference, Toronto, June 27-30:

ICMA President's Speech
Frank W. Arnold, president, The News and Observer and The Raleigh (N.C.) Times.

Newspaper Circulation—Street Sales Ideas
Stephen C. Johnson, regional circulation director, Gannett Co., Rosslyn, Va.

Developing an Action Marketing Plan
Godfrey Kauffman, circulation director, The Boston Globe.

Data Processing: How It Relates to a Marketplace
Howard G. Sutton, circulation director-sales, Providence Journal and Bulletin.

Transactions and Experiences: There is a Difference
Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City.

Research Predictions for the Newspaper Industry
Tom Holbein, executive vice president, Belden Associates, Dallas.

ANPA Calendar

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

ANPA/American Bar Association Task Force meeting
National Association of Broadcasters office, Washington, D.C., Sept. 20

ANPA Foundation Newspaper in Education Committee meeting
Georgetown Marbury, Washington, D.C. Sept. 20-21

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Montebello, Montebello, Quebec, Sept. 20-21

ANPA Industry Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 24-25

ANPA Convention Arrangements Committee meeting
The Fontainebleau, Miami Beach, Sept. 28

OCTOBER

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 1-5

ANPA Telecommunications Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

ANPA Foundation Newspaper in Education Instructor Training Seminar
Airlie House Conference Center, Airlie, Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium
O'Hare Marriott, Chicago, Oct. 11-12

Presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., Oct. 15

ANPA Postal Committee meeting
Hotel Washington, Oct. 16-17

ANPA Foundation/Ohio Newspaper Association Midwest Literacy Symposium
Columbus Marriott North, Columbus, Ohio, Oct. 26-27

ANPA Quality Control Seminar
The Newspaper Center, Reston, Va., Oct. 29-Nov. 2

ANPA Pressroom Options II Symposium
O'Hare Ramada Inn, Chicago, Oct. 30-31

ANPA Distribution Systems Symposium
O'Hare Ramada Inn, Chicago, Oct. 31-Nov. 1

ANPA Newsprint and Transportation Committee meeting
The Newspaper Center, Reston, Va., Oct. 31

ANPA Newsprint and Transportation Committee/CPPA Newsprint Section meeting
Four Seasons Hotel, Washington, D.C., Oct. 31-Nov. 1

NOVEMBER

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Sheraton-Dallas Hotel and Towers, Dallas, Nov. 12-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 12-16

ANPA

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ANPA News

Foundation names new editor

Rosalind G. Stark has been named publications editor for ANPA Foundation.

Stark, 40, was director of editorial services for the National Association of Elementary School Principals in Reston, Va. Prior to that she was vice president of client services for Lifetime Learning Systems Inc., a firm that develops multimedia materials.

Stark also has held editorial positions with other organizations, has been an elementary school teacher and holds a master of education degree from Harvard University.

As a free-lance writer, Stark wrote several ANPA Foundation publications, including "The Current Economy" and Elections '84." As a member of the Foundation staff, she will be responsible for editing Update NIE and other Foundation publications.

She replaces Ray Chattman, who resigned to become graphics editor of The Times Herald Record in Middletown, N.Y. □

New members

LAKE FOREST
News/Voice

News/Voice Newspapers Inc., Highland Park, Ill., publisher of nine newspapers also including the Deerfield News/Voice, Glencoe News/Voice, Glenview News/Voice, Lake Forest News/Voice, Northbrook News/Voice, Vernon News/Voice, Wilmette News/Voice and Winnetka News/Voice (combined circulation 54,749). William H. Rentschler, publisher.

South Pittsburg
HUSTLER
25¢ July 5, 1984

South Pittsburg, Tenn. (circulation 3,812). Rob Woodfin, publisher.

The Baytown Sun

Baytown, Texas (circulation 17,469). Bruce H. Morisse, executive vice president.

Letters

Taking issue with ANPA's postal position

The U.S. Postal Service today is a quasi government-owned business operation. Its primary purpose, on which it has a monopoly, is the distribution and delivery of first-class mail. To perform this function, the postal system mans and operates a six-day-a-week distribution to all city-route homes, motor routes to most rural homes and centralized post offices opened at most ZIP codes where both box and over-the-counter pick-up service is available.

To maintain this system in the style to which we are accustomed, the Postal Service has a substantial administrative structure, distribution warehouse and mail-moving facilities, a huge fleet of cars, trucks and other types of vehicles. This system in its entirety, with all its inherent costs, must be in existence whether it ever delivers a single piece of second-third- or fourth-class mail. The structure and costs are there to meet the requirements of first-class mail. Thus, the cost of this operation should be financed entirely by that segment of mail it is primarily established to serve, first class. Any other distribution the post office may be involved in is incidental to its primary function over which it maintains, by law, a monopoly. The other forms of mail—second, third and fourth class—which is delivered by the post office must be considered, by their nature, to be either commercial or non-profit. . . .

In the current postal rate case, the American Newspaper Publishers Association is again demanding preferential rate treatment for newspapers, while demanding that third-class mail be artificially limited and burdened with rate increases that not only reflect the cost of distributing bulk mail, but also . . . a portion of the base cost of the post office.

Requests by ANPA are not based on fairness, on what is good for business, on what is good for taxpayers or ratepayers. The proposal is based solely on increasing the cost to competitors, eliminating their competitive ability in hopes that revenues going into mail would be redirected into newspapers.

History has already taught us that bulk distribution, whether by hand or through the post office, is a medium of communication that is here to stay. Mass distribution of advertising pieces produces results. Ironically, many ANPA members utilize all forms of distribution. Some maintain large, independent carrier systems and do not rely at all on the post office. Other newspapers use only second-class, newsrack and news-store distribution. Some publishers use second class, paid and requester, still others use second and third.

Considering the variety of distribution methods used, it would seem in ANPA's best interest to . . . encourage a total subsidy for the dissemination of news while maintaining that all advertising material, whether it be an independent circular, a catalog or advertising mailer or an advertising page in a newspaper or magazine, be charged 100 percent of the actual incidental costs above the cost necessitated by maintaining the post office . . . for the distribution and delivery of first-class mail.

This would be fair. It would be equitable to all concerned. It would provide for and encourage the dissemination of facts, news and opinions without restrictions.

It would allow for the distribution of advertising material, from whatever source, at its actual cost to the Postal Service. It would place all advertising businesses in an equal, competitive position without favoritism being given to any particular operation.

We should not look to the post office for charity, handouts or unfair competitive advantage under the guise of the First Amendment. That's an abuse of a very sacred trust and privilege.

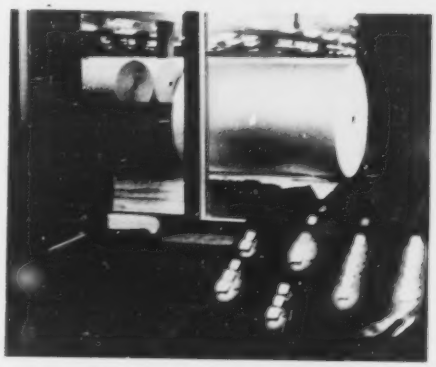
David J. Willmott
Editor and Publisher
Suffolk Life Newspapers
Westhampton, N.Y.

Editor's note: Suffolk Life Newspapers is an ANPA member and distributes its weekly papers via second-class paid, second-class requester, third-class and bulk. The company also owns a distribution company. This letter is excerpted from a longer submission to presstime *by Willmott. It prompted the following response:*

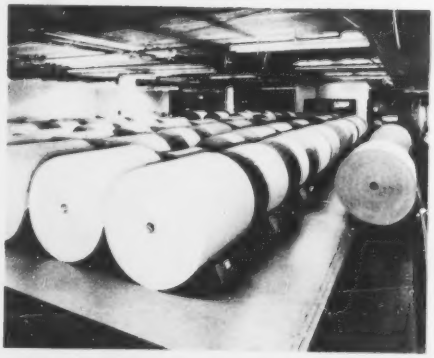
The Joint Postal Task Force believes that first-class mail rates should be as low as possible, consistent with federal law. The public should not be asked to shoulder the full 40 percent of the USPS budget that is assigned as "overhead." The rates and rate structure for second-class and third-class mail should also be set according to the postal statutes. Those laws require application of cost-accounting principles combined with subjective assessments of fairness, equity and the need to ensure that news is disseminated throughout the nation at the lowest possible cost. ANPA does not seek "preferential" rates for any class; its proposals are based on what the law requires.

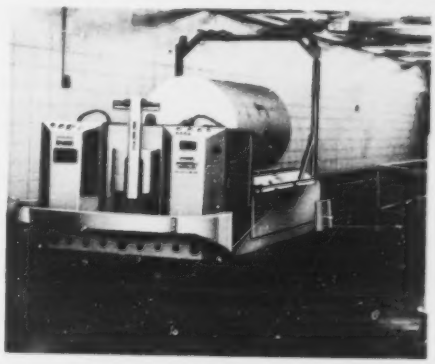
Otto A. Silha, Chairman
Joint Postal Task Force

An Automatic Approach To Newsprint Roll Handling.



With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules. Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalled, worldwide reputation of quality and reliability in newsprint roll handling.





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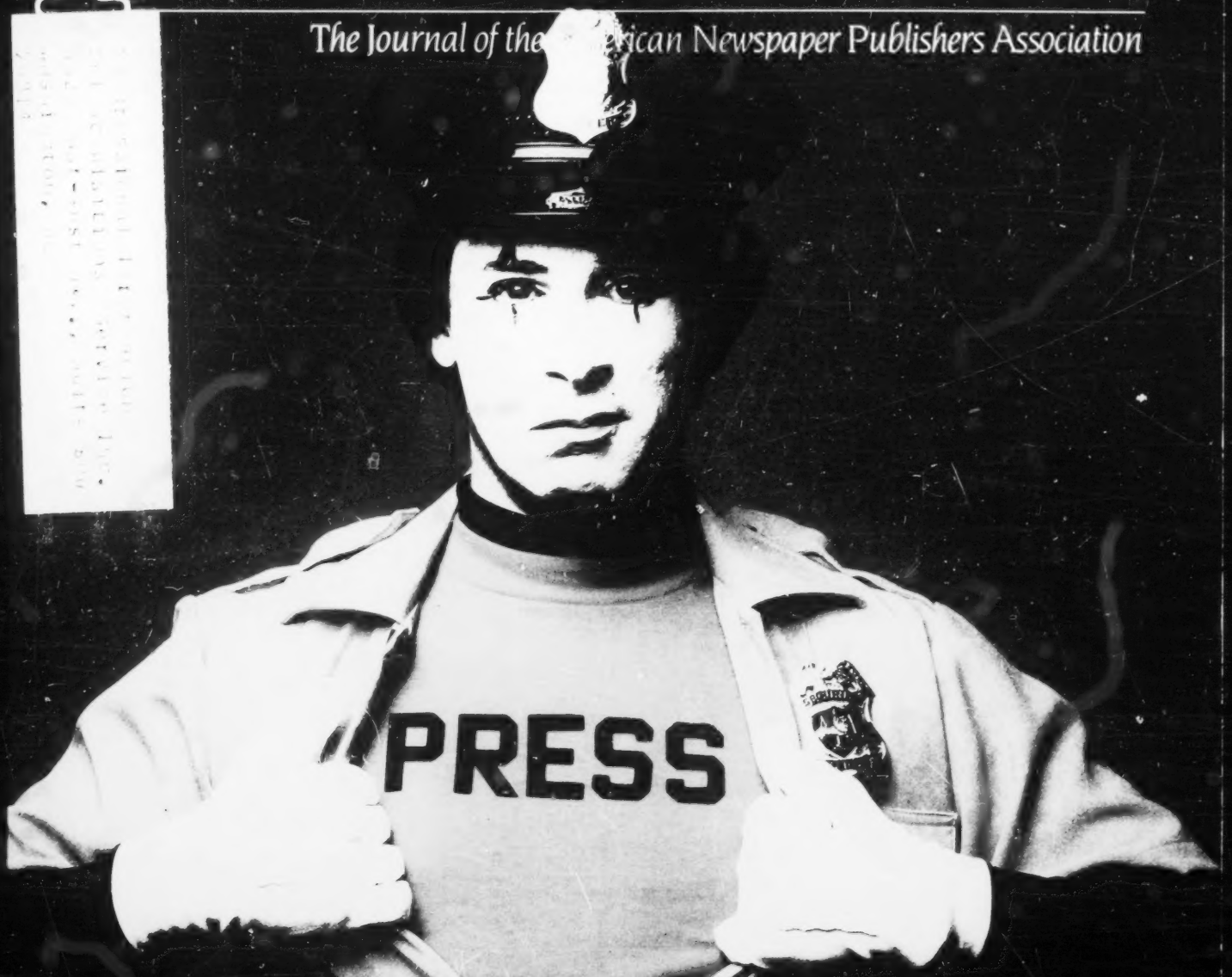
October 1984

presstime

The Journal of the American Newspaper Publishers Association



SPECIAL REPORT

Police Posing as Press Harms Media Credibility

Postal Rates: What's Next?

DOUBT

Family Weekly follows up on the shocking "diet doctor" killing and murder conviction of headmistress Jean Harris.

Exclusively in Family Weekly, a world-famous coroner reviews the controversial case. And 25 million Americans read his equally controversial finding: "forensic evidence given at the trial indicates that Jean Harris is probably not guilty..."

&

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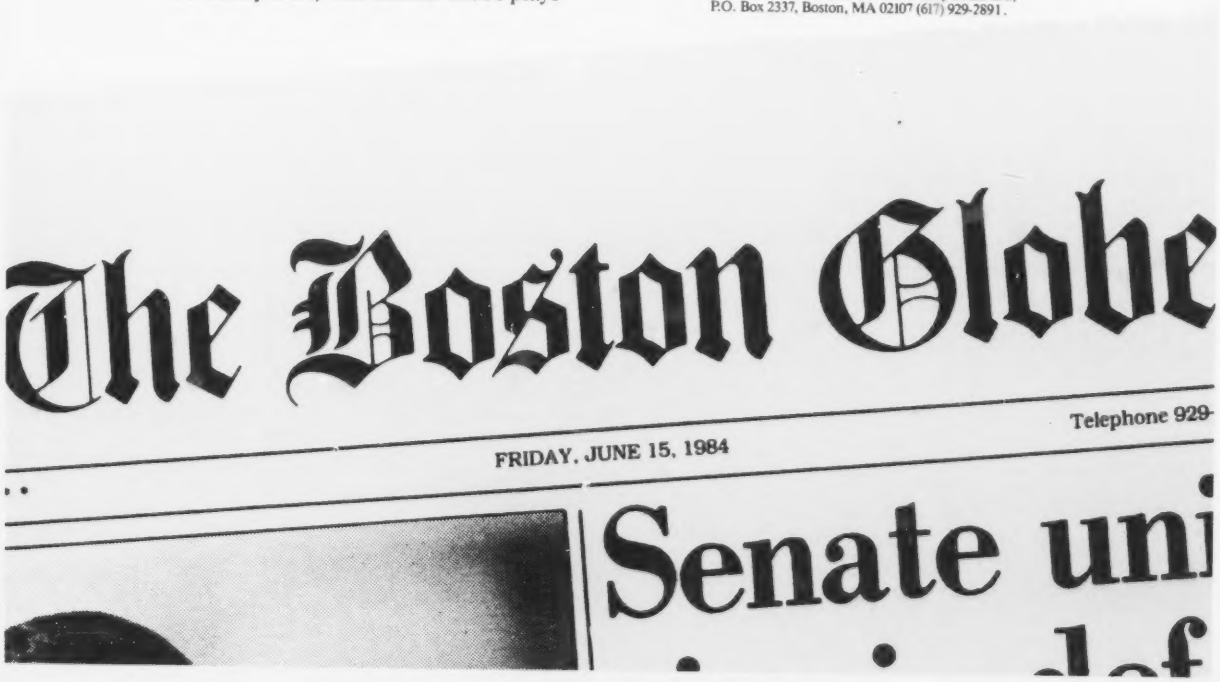
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INDEX VOLUME 6, NUMBER 10 OCTOBER 1984

Special Report *Journalistic credibility suffers when law enforcement personnel pose as members of the news media. Whenever they have been detected, incidents of police impersonation of reporters have touched off cries of outrage among journalists. In some cases, authorities have responded with new policies. Thus far, the problem has not been seen as widespread. However, alarms are going off in the journalism community over a proposed federal law that has the potential of putting an official stamp of approval on news media impersonation. Should the technique ever be used? There are differences of opinion within the law enforcement community—and even among the media.* **16**

Newspaper research comes of age *Research by and for newspapers has grown in volume and in stature. Today, it is a key ingredient in newspaper decision-making.* **8**

Zapping *The video cassette recorder boom is giving TV commercials double exposure, right? Wrong! Viewers are eliminating ads at the push of a button.* **11**

Executive style *Newspaper groups' top news executives are overseers and organizers, but despite what their titles say, they do not function as traditional editors.* **12**

Ad reps *Many newspapers rely on a special kind of advertising company as they battle to increase their share of national advertising.* **14**

Tracing the electronic revolution *In the first of a three-part series, ANPA's Kathleen Criner and Jane Wilson explore the evolution of telecommunications.* **24**

Audiotex *Making recorded messages available over the telephone is yet another way newspapers are using technology to provide information.* **28**

Helping the whole person *Some newspapers are going beyond the paycheck aspects of personnel relations and are taking a "holistic" approach to meeting employees' needs.* **32**

Profile: Virginia Dodge Fielder *At Knight-Ridder Newspapers, she's the person to call for research into editorial and circulation matters.* **34**

Essay: The audit bureau *Scripps-Howard's Edward W. Estlow says publishers should take more of an interest in the activities of the Audit Bureau of Circulations.* **35**

Postal rate rebuff *The third-class rate fight goes to a second arena after the Postal Rate Commission stuns newspapers with its lower-than-proposed rate recommendation.* **38**

Merger on their minds *At its tumultuous Atlantic City convention, the International Typographical Union gets the go-ahead to seek a merger with the GCIU.* **52**

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CHAIRMAN'S CORNER

Optimism is the watchword on access to military operations

The acceptance by Secretary of Defense Caspar Weinberger of the report of the Sidle panel (officially, the Media-Military Relations Panel) is a laudable and positive recognition by the Reagan administration that military planners ought to provide for press coverage of the activities and operations of America's armed forces. Also, by approving the report, the administration agrees that there are ways to achieve such coverage while protecting mission security and troop safety.

Richard J. V. Johnson

The report's primary recommendation was "that public affairs planning for military operations be conducted concurrently with operational planning." It was the lack of such concurrent planning in the Grenada operation a year ago this month that sparked substantial, legitimate press complaints and led to the creation by Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, of the special panel chaired by retired Maj. Gen. Winant Sidle.

Whether the administration just *forgot* to plan for media access in Grenada, or *planned not to plan* for media access, the result was the same. The news media were denied access, and consequently the American people were denied information they were entitled to have. To the credit of the Sidle panel members, they recognized the implications of that denial. They agreed that it was wrong, unnecessary and shouldn't happen again.

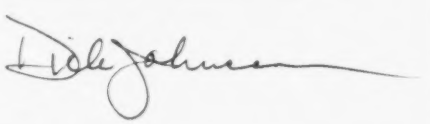
Secretary Weinberger's response was wise and responsible. He simultaneously announced implementation of the report's recommendations. Furthermore, he promised the formulation of a new, permanent advisory panel to "ensure that the media's viewpoint can be expressed in our highest councils on a continuing basis."

We applaud and support the secretary's actions. In an open society—by its very nature—sometimes there will be disagreement. But always there must be dialogue.

ANPA and the nine media groups that joined last January in formulating "A Statement of Principle on Press Access to Military Operations" can be extremely proud of their work. Their effectiveness in expressing our concerns to the administration, the Department of Defense and the Sidle panel is reflected in the report. The panel quoted and endorsed those principles throughout its report.

So we can be optimistic that the press, once again, will now have proper access to military operations. The historical record supporting the correctness of that access is well-established; and the principle that Americans have the right and need to be informed about the activities of the women and men of their armed forces has been reaffirmed. We emphasize the word reaffirmed. It does not guarantee that actions by the military in the future will be right. We must, then, continue to be vigilant.

It is now extremely important that all of us in the media pledge to work with the military in a professional manner, that we not depreciate the recommendations as hopeless of accomplishment. Let us also keep in mind that our objectives are long-term and concern not only the current administration but future ones as well.



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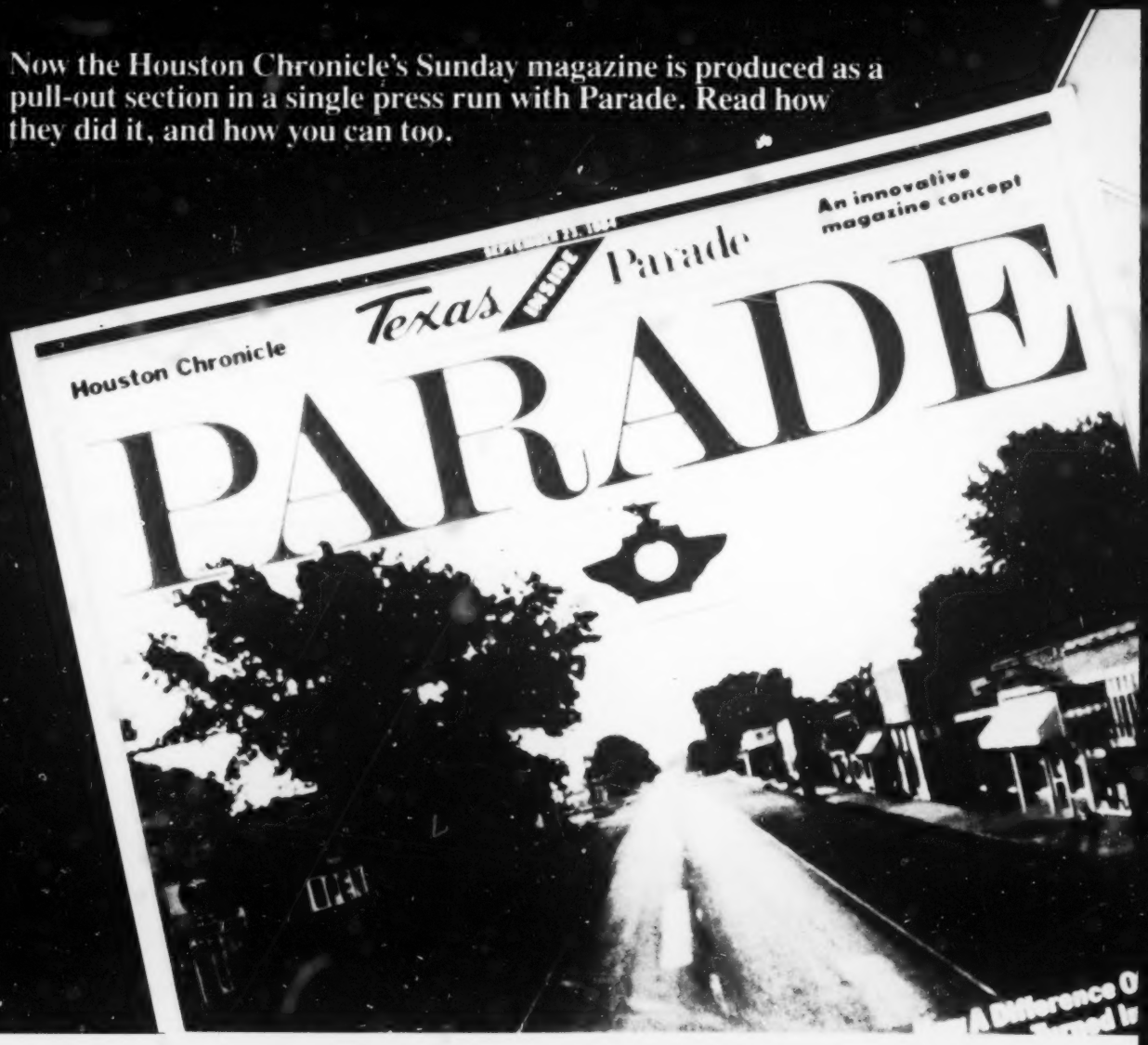

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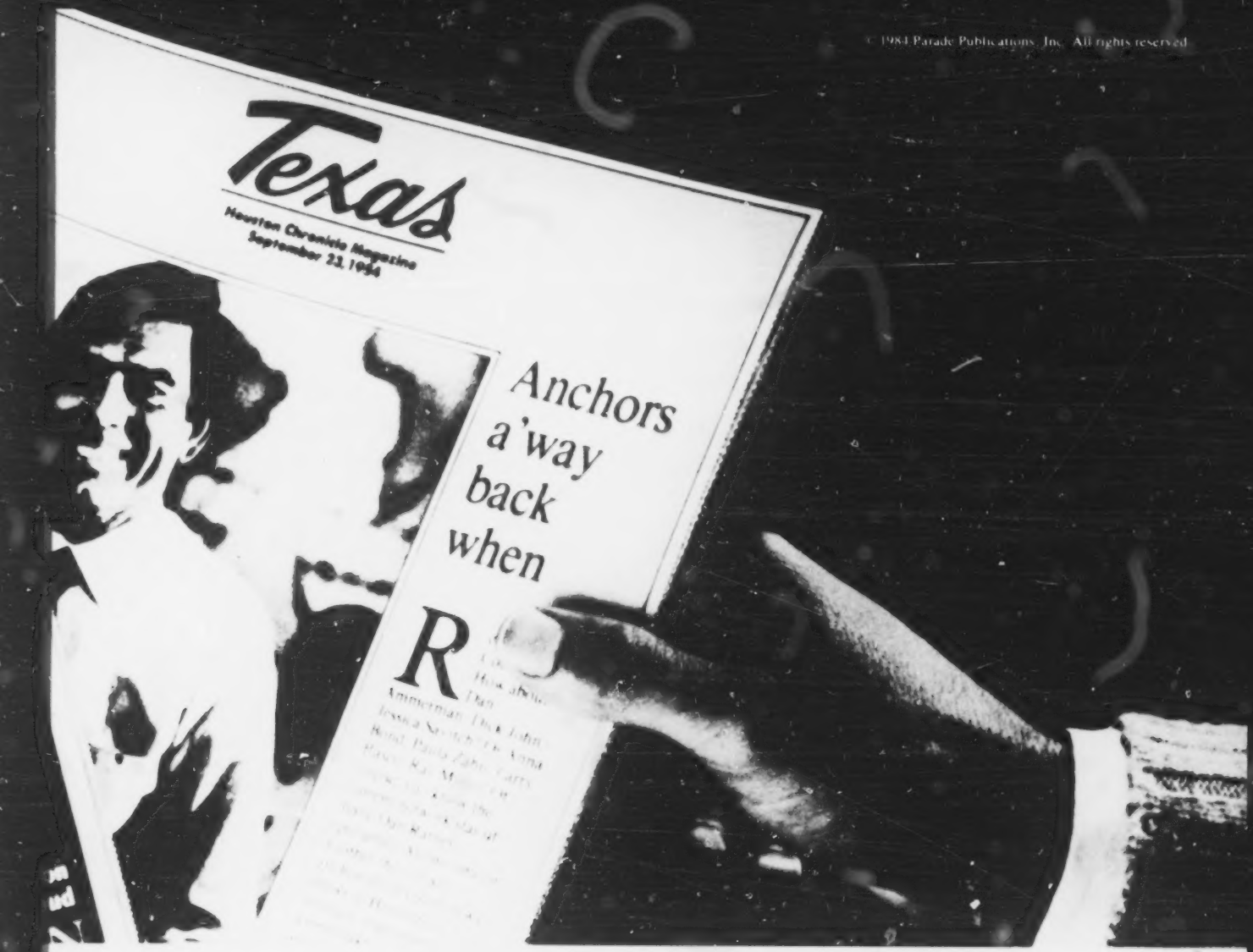

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NEWSPAPER RESEARCH

All departments are now benefiting from computerized studies into many areas of the business

BY MARCIA RUTH
presstime staff writer

Research activity at newspapers, once viewed with suspicion by many executives, has gained wider acceptance and is growing rapidly in many facets of the business.

"It's a very exciting time for us researchers," says John Timberlake, research manager of the Chicago Tribune and former president of the Newspaper Research Council.

Historically, the prime motivation and strongest financial support for newspaper research stemmed from the desire to attract more advertising dollars, and many of the first research directors got their start in the advertising department. But with implementation of the $5-million, six-year Newspaper Readership Project in the late 1970s, researchers were called on to study a variety of operations throughout the business, as the industry attacked the problem of lagging circulation on a number of fronts [presstime, April 1983, p. 4].

Since then, research has emerged as a key ingredient in such diverse areas as planning editorial content, design, promotional campaigns and long-term corporate strategy.

"Researchers are much more involved in the total operation of the newspaper, not just one aspect of it," says The Boston Globe's research director, Ronald Kuzoian. "It's the biggest change I have seen in the 15 years I have been in this industry," adds the man who this month will become president of the Newspaper Research Council.

One measure of the tremendous growth in the field is the attendant growth of the council itself.

Beginning in 1967, a small band of newspaper research directors calling themselves the Research Advisory Council held informal meetings, timed to coincide with gatherings of established industry groups. Formally incorporated in 1978 as the Newspaper Research Council, the group now boasts a membership of nearly 190 research directors and attracts nationally known speakers to its own, semi-annual meetings.

There have been other significant changes in newspaper research in recent years, too. Once the exclusive province of big-city dailies, research is now conducted by some much smaller papers. Private research companies serving newspapers have boomed. And syndicated research has provided the industry with the kind of demographic data advertisers demand of today's media.

Moreover, newspapers today are "just scratching the surface" of what will be a "tremendous explosion in the ability not only to collect but analyze, store and display information in graphic form," says Timberlake of the Chicago Tribune.

The firepower for this "explosion" is being furnished by the computer. Ralph Harrington, research manager of the Houston Chronicle, says each of his staff members now has access through IBM desk-top personal computers to the information equivalent of what was stored in the paper's mainframe computer a decade ago.

Syndicated and independent. In the research field today, two parallel trends are evident: increasing standardization across the industry as newspapers compete against other media for the attention of national advertisers, and continuing innovation by the individual newspaper seeking a greater share of its market.

In September, Simmons-Scarborough Syndicated Research Associates began interviewing for a second round of syndicated studies for the industry. The first round two years ago provided a detailed profile of newspaper readers in the top 50 markets [presstime, June 1984, p. 47].

Compared with that earlier research effort, about twice as many newspapers had committed themselves to the latest project by the initial deadline (including newspapers in seven markets beyond the top 50), and more are expected to sign on as the study progresses. "I would personally like it to go at least to the top 100," says Jack Vernon, recently named marketing director of The New York Times Co.'s regional newspaper group and outgoing NRC president.

The council, which took a leading role in implementing the first syndicated studies, currently is working with the Advertising Research Foundation to establish guidelines for other newspaper research as well. The objective is increased credibility for newspaper data when put alongside that assembled for other media.

As for the proprietary studies being conducted or commissioned by individual newspapers, observers say it is impossible to gauge the extent of the activity because many of the results—and even the existence of some of the studies—are kept confidential.

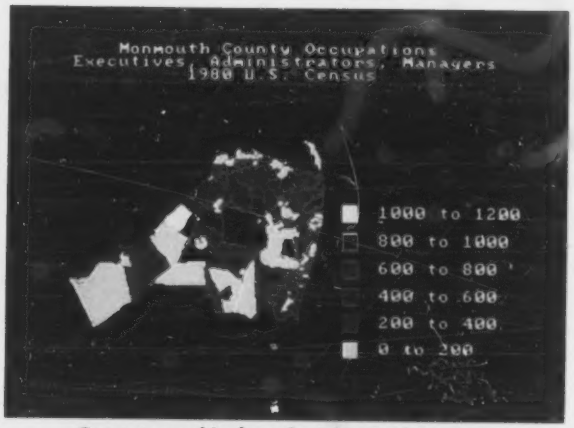
Nonetheless, researchers involved in studies for individual papers talk freely about the main themes of their work.

"Newspapers are becoming a lot more goal-oriented in their research than they were 10 years ago. Instead of doing a general market or readership study that sometimes is no more than a fishing expedition, they are deciding what their goals are in advance," says Kristin McGrath, former research director for the Minneapolis Star and Tribune.

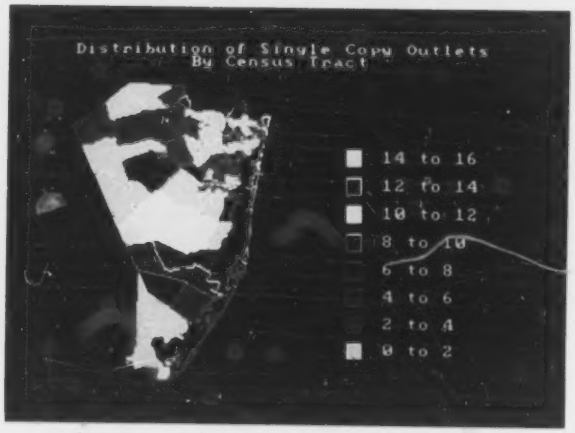
McGrath, who now heads a private research company, Minnesota Opinion Research Inc., adds, "There is enough of a knowledge base built up that there are some questions people really don't need to ask anymore."

At the same time, newspaper research is becoming more "holistic," says Albert E. Gollin, vice president and assocate director of research at the Newspaper Advertising Bureau. He explains that "reader-sensitive" researchers are beginning to measure the impact of the "whole product" rather than individual components, because the distinction between editorial and advertising—so pronounced in newspaper organizations—is not made by the average reader.

Consequently, much newspaper research is now directed toward what is known as "positioning." This type of re-



Computer graphics from the Asbury Park Press . . .



. . . show demographics (top) and single-copy sales (bottom).

search looks at how all aspects of the paper—editorial, advertising, circulation, promotion, etc.—fit in with readers' lifestyles, interests and information needs throughout the day.

"The real distinction is treating *time* as the limited resource and seeing how newspapers can do a better job of getting the public to allocate more of their time to newspapers in place of other things they are doing," says Thomas J. Holbein, executive vice president of Belden Associates.

Following a recent study by that Dallas research firm, The Milwaukee Journal made significant overtures to suburban "baby boomers," along with strengthening ties to the loyal reader base in the city. Among the changes, says Associate Editor Sig Gissler, were a sports and business section aimed at young men, a major series on the "baby boom generation" now in its mid 20s to late 30s, features on "young achievers" in a variety of professions, and a concerted effort to cover outlying areas with the intensity and expertise applied to the central city.

Another national trend is for individual newspapers to move more aggressively to measure television and radio audiences in their markets, says Harold Israel, president of Scarborough Research Corp. Other papers have become experts on the local impact of direct mail.

In every department. As it has expanded, newspaper research has produced some vivid examples of its practicality in everyday situations in virtually all departments. For example:

• *Circulation:* As records become more computerized, researchers are developing ways to reduce subscriber - "churn" or turnover. Applying actuarial techniques used in the insurance field, a newspaper can develop a set of criteria that will "flag" customers likely to stay with the paper, drop it, or move one way or the other depending on how they are treated. Once these distinctions are established, the paper can pay increased attention to the wavering group.

• *Management:* Researchers are making computerized projections to help top executives in the development of strategic plans. "Because of the computer, we can now process large amounts of data rapidly, look at how a combination of variables will influence one variable and look at several variables simultaneously," says Sandra Dunn, research manager for the San Francisco Newspaper Agency, which performs non-editorial functions for the Chronicle and the Examiner there.

• *Advertising:* Newspapers are not only using their databases to increase advertising revenue, they are moving into a new relationship with their advertisers.

In a dramatic display of this new role, the Houston Chronicle plans to play host Oct. 25 to up to 900 advertisers, potential advertisers and agency representatives in what Research Director Harrington calls "a show of force of the tremendous amount of information we have." The "extravaganza," says Harrington, will bring the directors of large, nationwide businesses in contact with major research figures in the newspaper industry, as well as provide workshops for smaller retailers, to "let them know they can rely on us, that we are there as a service to them."

• *Editorial:* Away from the business side of the paper, there is a parallel "renaissance" in research aimed at improving the editorial product, says Michael Burgoon, a University of Arizona journalism professor who also heads a private research firm. "The most prevalent question I get is: 'How can we make this newspaper better?'"

On the one hand, editors are commissioning readership studies to determine what people want from their newspapers. Most well-known is the Ruth Clark study commissioned by the American Society of Newspaper Editors, which recently concluded that U.S. readers favor more "hard news" [presstime, May 1984, p. 52].

On the other hand, editors are taking the initiative to sharpen the accuracy of news coverage by using the techniques and resources of their own research departments to practice what is called "precision journalism."

At The Miami Herald, where he was appointed the paper's first survey and research editor in January, Richard Morin conducted meticulous computerized studies of alleged unfairness in jury selection, property tax assessment and residential segregation patterns in selected South Florida counties.

Similarly, Newsday produced a computer-based study in May called "Crime in Suburbia."

This kind of research is the only way to answer questions like "How fairly do the courts work?" says Morin. "It gets you away from the limits of anecdotal journalism."

Large and small papers. While trends toward greater emphasis on research are discernible throughout the industry, there are vast differences in how much research large and small papers are able to conduct.

With the resources of a paper with more than 700,000 daily circulation and a strong research tradition dating back to 1916, the nine-person research division of the Chicago Tribune turns out 50 to 75 projects a year.

Within some newspaper groups, papers of all sizes are able to call on the expertise of corporate-level research directors to design and conduct or simply give advice about research studies. (See profile, p. 34.)

Research has emerged as a key ingredient in such diverse areas as planning editorial content, design, promotion campaigns and long-term corporate strategy.

Mid-size papers appear to be in transition, with the ubiquitous computer emerging as the potential equalizer.

For example, The Peninsula Times-Tribune in Palo Alto, Calif. (evening, circulation 60,288), is one of the smallest papers on-line with a major computer database firm, Windsor Systems Inc. Using the data-processing capability for analyzing a recent study by Ruth Clark's research firm, Clark, Martire and Bartolomeo Inc., the Times-Tribune launched revamped editions in September, targeting five distinct communities it serves between the expanding markets of San Francisco and San Jose.

Using Apple II computers to tie in with Windsor's time-sharing system on a daily basis, the paper routinely prepares tailor-made demographic profiles for advertisers for less than $15 per client, says Marketing Director Jeffrey W. Rodgers.

At the Asbury Park (N.J.) Press (evening, 121,394), the circulation, advertising, marketing and news departments are benefiting from a computer mapping program called Statmap (presstime, Jan. 1984, p. 20). The program, which runs on an IBM PC, creates full-color maps of such things as single-copy sales in stores by census tract, says Research Manager Richard W. Orloff.

For papers with less than 20,000 circulation, research is harder to come by. "Papers that size don't have the staff time to get involved very much. All of their energy is expended in getting today's paper out," says Guido H. Stempel III, professor of journalism at the E.W. Scripps School of Journalism at Ohio University in Athens.

"Commercial help may be out of reach for papers of that size," says Stempel, and he advises small newspapers to look to local journalism schools for research assistance.

Two journals publish current work by academic and practicing newspaper researchers:

Journalism Quarterly, published by the Association for Education in Journalism and Mass Communication, includes articles on a variety of media. The Newspaper Research Journal, published four times a year by the newspaper division of AEJMC, is devoted entirely to research on newspapers. □

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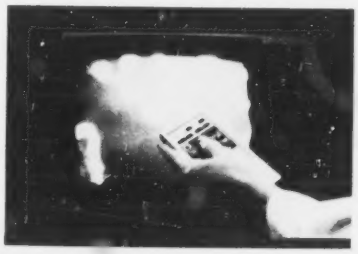
ZAP

BY MARCIA RUTH
presstime staff writer

In *The Third Wave*, Alvin Toffler describes the United States as a "blip culture," where people are becoming accustomed to bombardment by "fractured, transitory images" instead of being presented with coherent information.



But an increasing number of people are finding ways to curtail some of the most prominent "blips"—television commercials—with a technique called "zapping."

And observers are beginning to recognize that accurate measurement of "zapping" could have a significant impact on reducing the huge audience claims of network television, with potential benefits to be reaped by television's competitors for the advertising dollar—including, of course, newspapers.

At it's simplest level, zapping means switching channels or turning off the volume when commercials come on. Remote control devices make it easier to do.

At a more technologically complex stage, zapping is tied to the increasing use of video cassette recorders. For example, John Doe goes out to dinner, leaving his VCR to record his favorite program. When he plays it back the next day, he "zaps" out the commercials from his armchair by pushing the "fast forward" button on the VCR remote control.

The problem is that there is no accurate nationwide assessment of how much zapping is taking place, and screams of foul play are emanating from Madison Avenue, where some major advertising agencies claim their clients are not getting their money's worth.

"We are paying for an audience that never sees the commercials," says Walter E. Reichel, executive vice-president and director of media and programs for Ted Bates Advertising/New York, which has taken a leadership role on the issue.

Charging that "the networks, the agencies, (and) Nielsen itself" currently face a "crisis of confidence" in audience measurement, Reichel challenged A.C. Nielsen Co., the nation's most prominent TV rating firm, to take zapping into account in gauging how many people view a specific program.

Specifically, Bates, other agencies and major advertisers have called on Nielsen to separate the audience for commercials from the program audience, and to exclude VCR recordings from reported audience totals. In other words, they want Nielsen to ascertain whether TV-viewing households watch commercials during regular telecasts, whether they record programs for subsequent playback, and whether they zap commercials during such playback.

Nielsen's own studies, says Executive Vice President William S. Hammill, show only 3.6 percent of prime-time viewers switch channels during programs and 7 percent switch during commercials. An additional 3 to 5 percent of the sets play to empty rooms at any one time during prime viewing hours, he says.

On the other hand, a 1983 four-market study sponsored by the Magazine Publishers Association concluded that in 29 percent of non-cable homes and 45 percent of cable homes, people were either out of the room or changed channels during commercials.

Even more of a problem, from the advertisers' standpoint, is the long-term impact of VCRs, which Bates estimates are now in about 13 percent of U.S. television households. According to Nielsen's VCR Usage Report released in 1984, 75 percent of the programs recorded are saved for playback, but only 80 percent of them are actually viewed. In about half of these, Nielsen's figures show, network commercials are zapped.

With the ownership of VCRs expected to at least double or triple in the next few years, counting recorded programs as part of the television audience is a "significant overstatement" of the number actually watching commercials, says Reichel of Bates Advertising.

While most of the broadcast and advertising industries agree that something needs to be done to bring the ratings in line with the modern technology used for zapping, there is little agreement on how this should be accomplished.

"We're going to analyze what the order of magnitude of these activities is," says Nielsen's Hammill, "and based on that, we will have to make a decision on how to handle this particular situation."

"The official posture of J. Walter Thompson USA is that zapping will increase with the penetration of VCRs," says Alice K. Sylvester, senior project director for the advertising agency, who organized a "Zapping" symposium for the Media Research Club of Chicago in July.

But Sylvester cautions that "it is a difficult area to measure. We have a long way to go, a lot of variables (to understand), before we know the extent of zapping and figure out what we can do about it."

Some people have urged the Advertising Research Foundation, which monitors media research, to study the issue.

"We're talking about major innovation, not just some little problem," says James Spaeth, group manager of strategic planning and research at General Foods Corp. "I'd like to see the ARF sponsor a commercial audience study to help us understand the problem better. Maybe it's less severe than I thought; maybe it's worse," says Spaeth, who has predicted that by the end of the decade commercials will have only about half the audience Nielsen counts as program viewers.

"It's hard for me to believe there will not be some kind of action in the future," says ARF President Michael J. Naples.

Meanwhile, the newspaper industry, which for years has questioned the importance assigned to television ratings, is watching the debate among the networks, the agencies and the advertisers.

"The public has always had control in reading, (while) television has been known as the 'intrusive medium' over which we have had very little control", says Edward Finlay, marketing manager for the Newspaper Advertising Bureau. "Zapping is the ability to edit TV the same way we edit out the newspaper and magazine articles we don't want to read."

About this development, cautions Finlay, "There is no research. . . . We are only at the brink of discovery here." □

News executives of groups gingerly coach from sidelines

BY C. DAVID RAMBO
presstime staff writer

His formal job description isn't written this way, but here's what it boils down to: "I'm about 75 percent gospel preacher, 24 percent curmudgeon and 1 percent, if that, enforcer."

At least, that's how Robert S. Van Fleet, vice president of news and research of Ottaway Newspapers, describes his role as top editorial executive of the group of 22 daily newspapers. "I am reader, commentator, evaluator," he adds.

He makes clear, as do top editorial executives of many other newspaper groups, that he does not try to play backseat editor of papers he oversees. He does not decide whom the papers will endorse for mayor. He does not dictate story placement or layout style.

Although their methods and corporate structures vary, Van Fleet and his counterparts at other companies say their primary function is to serve as an information conduit among their groups' editors. They set up training programs, including libel seminars. They regularly critique their newspapers, although most acknowledge they do not have time to read each publication daily.

Many of them are on the road most of the time conferring with their various news staffs. Others, however, restrict their travel and communicate mainly by telephone.

Unlike top editors of many local, independent newspapers, group news executives generally are not directly involved in daily editorial decisions. They issue "orders" more as after-the-fact suggestions for future improvement.

Whatever role they play, their presence has become increasingly important because of the growth in newspaper groups. Group ownership now accounts for just under 70 percent of all U.S. dailies.

Part of the reason for creating these group editor-in-chief positions, according to some people in them, is that newspaper companies are striving to improve their editorial products in the face of a low public perception of the press.

"There is a need to have some sense of standards of performance," says John C. Quinn, whose titles include Gannett Co. executive vice president and chief news executive, and editor of USA Today. Part of his job is to "establish values without saying how" a newspaper must live up to those values.

Editorial autonomy. In fact, all group news executives contacted in an informal presstime survey stressed that in almost all cases, the corporate editorial chiefs keep their noses out of day-to-day, front-line decisions. They may offer stern observations, but, as several of them note, it is unproductive to "second-guess" local editors and to "always be looking over their shoulders" when it comes to the many spot decisions made during the everday news cycle.

For example, Ottaway's Van Fleet says he will offer such observations as, "Why did you let 'whether or not' be used twice so close together in the same story,' or 'Why did you end the first line of a headline with a preposition?'" To that end, "I have 1 percent enforcing powers, and that may be overstating it," he says.

Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc., says his office is responsible for assuring high quality of the group's newspapers over the long term.

While Knight-Ridder sets annual goals and its 30 newspapers work hard to meet them, "I don't believe, and nobody in authority here believes, you can edit a newspaper from a distance." He adds, "I don't try to tell people how to edit the paper or that 'You should have laid out page one differently or should have played a story differently.' "

Robert P. Clark, vice president of newspaper operations of Harte-Hanks Communications Inc., who assumed his duties a year ago, says that so far some of his most binding words to editors of the firm's 27 dailies have been "pretty much of a 'Don't you think you should . . . ?' type of thing."

Scripps-Howard Newspapers also operates on the basis of "wide autonomy" for its 15 daily newspapers, except for quadrennial presidential endorsements. Then, explains William R. Burleigh, vice president/general editorial manager, all editors in the group, including him, vote on whom the group should endorse. Each editor, regardless of the size of the newspaper, gets one vote. The majority prevails for a group-wide endorsement.

Means to communicate. General "hands-off" policies notwithstanding, many group news executives do play a major role in laying down guidelines and quality standards for the editorial operation. One of their most frequently cited functions is to serve as a sort of communications hub and idea-exchange for all the editorial staffs.

Most such executives organize regular meetings and seminars for their editors. Clark of Harte-Hanks has established an editorial "council" of nine editors who address subjects like staff training, minority hiring, relations with the wire services and legal problems. One of the group's biggest concerns is credibility with readers, a topic for which Clark recently formed a separate committee of editors.

Most of the executives also edit some kind of internal publication distributed to news staffs throughout the group. These newsletters may be informational or critical, often both.

Sandy Oppenheimer, director of news for Calkins Newspapers, produces a newsletter for the six dailies in his Levittown, Pa.-based group. The publication discusses such things as "one thing another paper did that each of the others could pick up on."

Ottaway Newspapers produces the Ottaway News Extra, also known as ONE, a bimonthly tabloid review of "hits and misses by news personnel" in the group. The July 1984 edition—without revealing the identity of the newspapers involved—reprinted poorly written headlines and other examples of less-than-exemplary work.

For example, the headline "House moves toward Sal (meaning El Salvador) aid vote" was branded "unsophisticated at best," and the head "Stassen's Law: Runner-ups are always right" drew the crit-

icism that "it may be so in the world of politics, but it's runners-up in the newsroom."

Few of the group executives say they even attempt to read each of their newspapers daily. Most of them echoed Van Fleet, who says he could not fairly and closely read each paper on a day-to-day basis.

But every year, his office conducts an intensive critique in which each paper's newshole is analyzed thoroughly for two weeks. Examined are such factors as "size of the newshole and how the newshole is used." The study has found such shortcomings as a "wide-open newshole" containing unedited wire copy on pages locked up early. That situation required adjustments in operating policy, Van Fleet says.

Quinn of Gannett performs diverse communication roles in addition to producing a weekly, Gannett-circulated newsletter called Wire Watch that discusses the editorial product of Gannett's 85 daily newspapers, 35 weeklies and 20 broadcast stations.

Personnel and budgets. Another responsibility of the Gannett corporate news hub is to "provide a resource point in terms of staffing talent," Quinn explains. That involves recruiting and relocating people in addition to training—all efforts to "generate promotable personnel" for many levels of newsroom staff, not just top editors.

The personnel function of group executives varies from the intense emphasis given by Quinn to a more limited role, such as that taken by Burleigh, who is "directly responsible for the hiring and firing of top editors" at Scripps-Howard but not so much the group's sub-editors.

Van Fleet does not choose editors for his group's papers; the publishers do. He does, however, oversee the personnel activities of the Ottaway News Service in Washington, D.C.

Executives' responsibilities in setting budgets for their editorial departments also vary widely.

David Starr, senior editor of the 27-member group of Newhouse Newspapers, does not participate in the setting of budgets at his company's newspapers. Each Newhouse paper operates with relatively more independence than those of other groups, Starr explains. For example, there is no central Newhouse corporate headquarters and no setting of annual newspaper budgets on a corporate level, he says. Starr's office is at the Union and News in Springfield, Mass., while some Newhouse family members have offices in Newark, N.J., and Newhouse lawyers are located in New York City.

Knight-Ridder's Jinks (center) reviews Charlotte, N.C., papers with Managing Editor Mark Ethridge III (left) and Editor Richard Oppel.

Jinks of Knight-Ridder says he does participate in editorial budget-setting for each of the group's papers. He views it as his job to "satisfy myself that they (the newspapers) have the resources" to accomplish their goals.

Travel woes, corporate duties. To handle their multi-faceted jobs, each of the executives must spend a lot of time making contact with local editors. But some choose to do more over the phone, so the amount of travel varies considerably from one executive to another.

Burleigh spends about one-third of his time visiting the various Scripps-Howard newspaper plants and attending industry meetings. Clark says he is trying to visit the Harte-Hanks papers regularly, despite the time it takes. He was away from home about 45 percent of the time in July, he notes. Oppenheimer of Calkins Newspapers uses the phone to talk regularly with editors. He will do some traveling, but most of his regular contact is at various company and industry events that draw his people together.

Another difference among the executives is their level of involvement in setting company policy.

Many top news executives have almost total control in establishing editorial goals for their groups. At Copley Newspapers, however, "the policy line" for the company's 11 dailies is set almost entirely by Chairman and Chief Executive Officer Helen K. Copley, explains Herbert G. Klein, editor-in-chief and vice president.

Some of the news executives become directly involved with their newspapers' news-oriented legal problems; others let company lawyers address these issues, for the most part. Oppenheimer of Calkins serves "as a conduit for (addressing) legal problems," a natural role he has assumed after serving as president of the Pennsylvania First Amendment Coalition, an organization devoted to free-press concerns.

Despite their differing approaches, all the group news chiefs say their responsibility and authority rest on the perpetual need to change their news pages to keep up with the times. "The arrogance of the slam-bam, give-them-hell editor of the past simply has no place in the present," says Starr of Newhouse.

Jinks says a main concern he has is the "perception of our newspapers within their communities, the people who are readers and potential readers. . . . We want to be open to the people whom we are trying to reach."

And all operate on the premise that, as Quinn puts it, "Nobody's news judgment is better than the one who has to make it on the job." □

Advertising rep firms take on a leadership role

BY MARCIA RUTH
presstime staff writer

As newspapers compete more aggressively for national advertising dollars, their major links—if not their lifelines—to the advertising world are the advertising representative firms.

From their headquarters in Manhattan, where about two-thirds of newspapers' national sales originate, the "ad-rep firms" are working to raise newspapers' share of the national advertising dollar.

"We're looking to change that 8 percent to 12 to 15 percent," says William V. Shannon, president of Gannett Newspaper Advertising Sales and of the Newspaper Advertising Sales Association. "The greatest growth potential in newspapers today is in national advertising."

Most of the modern firms are the results of multiple mergers of smaller companies formed in the early 1900's. The original concept behind ad reps was brokering, with independent entrepreneurs taking over from newspapers the task of selling certain ads.

But in the last few decades the rep firms, like the papers they represent, have become increasingly computerized, consolidated and professionally managed. Far from operating on the fringes of the industry, the firms have taken a leadership role.

Now they exhort the newspaper industry to develop research to position newspapers against the relentless attractions of the electronic media and the specialized audiences of magazines and direct mail, rather than just compete against other newspapers.

And as increasing numbers of local retail stores have become part of nationwide chains, most reps have responded by expanding their once exclusively national domain to include retail, and even classified advertising, for their clients.

Many industry spokesmen on both sides of the advertising dollar—agencies and newspapers—agree with Jack P. Cohen, vice-president and director of print media buying for the ad agency Doyle Dane Bernbach, who says, 'I couldn't manage without them. . . . Almost everything is done through the reps."

Such praise far outweighs occasional standard gripes about how much effort a rep firm expends in the field or whether it is spreading its efforts evenly among all clients.

Branching out. Perhaps the most significant role played by the rep firms recently is their insistence that the newspaper industry present a unified front in the push to raise its meager share of the national advertising dollar.

"It's about time we recognized the enemy is not within. It's without," says Charles S. McNally, senior vice president and eastern region manager of Cresmer, Woodward O'Mara & Ormsbee Inc. "Instead of fighting among ourselves, we need to compete with other media."

Rep firms were among the strongest supporters of the $2-million worth of industry-sponsored syndicated research in the top 50 markets, which will be updated this year by the newly merged Simmons-Scarborough Syndicated Research Associates.

While most papers in these markets have access to syndicated research, reps have become a primary source of other computerized studies and have led the way in developing procedures to use these burgeoning databases more efficiently.

For example, Million Market Newspapers Inc., which represents dailies in six of the top markets, has already distributed close to 10,000 copies of a 56-page booklet interpreting syndicated research, and it has given nearly 100 workshops based on the guide [presstime, April 1984, p. 54].

Two other rep firms, Story & Kelley-Smith Inc., which represents papers in 19 states, and Knight-Ridder Newspaper Sales worked with Doyle Dane Bernbach to develop a computerized program to reduce the time involved in planning and buying newspaper advertising in multiple markets [presstime, June 1984, p. 47].

Another major change in ad rep firms is that about two-thirds of the 17 national members of the Newspaper Advertising Sales Association, to which most national and local reps belong, now have full-fledged retail departments. This shift from a totally national focus follows the trend of many retail stores to become incorporated into chain operations, with centralized purchasing, billing and advertising.

"Newspapers could not control advertising locally because store managers were not controlling their own destiny," notes John T. Condon, senior vice-president and retail sales manager for Knight-Ridder Newspaper Sales.

Independents and groups. Generally speaking, there are two basic kinds of rep firms—independents, which represent a wide variety of unrelated newspapers, and those established by newspaper groups or large metropolitan dailies to represent only themselves. Although all have the same purpose—to increase advertising revenue for their clients—they vary greatly in terms of the services they provide.

Some, like Landon Associates Inc., and Branham Newspaper Sales, specialize in the needs of small papers.

"Numbers aren't the most important thing to us," says Herb Partridge, Landon's vice-president and director of research and promotion. Dividing 85 percent of its more than 400 newspapers into "markets that make sense to an advertiser," Landon sells advertising for "networks" of papers too small to attract national advertisers on their own. The company frequently emphasizes the upscale demographics and comprehensive coverage of suburban markets.

To counter national advertising agencies that automatically go to the list of the top 50 markets when contemplating media buys, "we try to convince them there is another way," says Partridge, "because most of our papers aren't going to be on that list."

Branham, which represents primarily small and mid-size papers, as well as a few larger ones, has developed a series of presentations illustrating how buying space in a combination of small papers may provide the right audience for an advertiser. A recent booklet, for example, analyzes the value of newspapers as a political advertising vehicle while pointing out the coverage patterns of Branham newspapers by congressional districts.

Branham executives (from left) William Huck, Jeffrey Gropper, Richard Ross and Paul Johnson study sales information for some newspaper clients.

Firms representing smaller papers generally offer management services such as billing and collection, while those at the other end of the spectrum tend to leave management details up to their clients.

Sawyer-Ferguson-Walker Co., for example, which does not represent any papers with less than 50,000 circulation, concentrates on large national advertising accounts. "The last thing The Washington Post wants us to handle is their money," says John T. Mennega, vice president and director of marketing and research. "Our business is sales and marketing."

All of the national firms have offices in major advertising centers across the country, such as New York, Chicago, Los Angeles, Detroit, San Francisco, Dallas, Atlanta, Philadelphia and Miami. Those representing smaller papers have more offices in smaller cities, where they work closely with brokers, wholesalers, even store managers, planting the seeds of their ultimate sales at what is called the "field factor level."

Independent firms are not eager to discuss their specific payment formulas, which are negotiated separately with each newspaper client.

One controversial area is the different way some firms are paid for negotiating national and retail advertising. Some reps are paid less for retail than national sales. Some are not paid for retail at all. Advertisers, on the other hand, are often scrambling to buy more retail advertising, which is usually priced below national.

Many national reps "will barely lift a finger" to assist with retail advertising, Joel S. Kushins, senior vice president/media director of the Bozell & Jacobs ad agency, wrote in the August issue of Madison Avenue magazine.

"Perhaps the thing to do now is to have newspapers and reps talk to each other, and see to rewriting these (payment) agreements," says Doyle Dane Bernbach's Cohen.

In the last two decades there has been a trend toward newspaper groups pulling their papers out of independent companies and establishing their own rep firms. Newhouse Newspapers set up Metro Suburbia in 1963; Knight-Ridder Newspapers Inc. and Gannett Co. Inc. both established their own rep firms in the 1970s.

"The great advantage of an in-house agency is we can devote all our resources to a single project or a single market without offending someone else," says Edwin F. Russell, president of Newhouse's Metro Suburbia.

The most recent break with independent representation came in February, when the Times Mirror Co. announced formation of New York-based Times Mirror National Marketing to represent four papers nationwide—Newsday, The Denver Post, The Hartford Courant and the Dallas Times Herald—plus the Los Angeles Times in Miami, Dallas and Detroit.

Stressing that Times Mirror papers were not dissatisfied with service from independent firms, Thomas R. McCartin, former publisher of the Dallas Times Herald and president of the new company, says the venture will offer "speed in communications" and "fast decisions" within the "Times Mirror family."

At the top end of the scale, five of the nation's 10 largest papers, based in the advertising centers of New York or Chicago, handle the bulk of their advertising sales internally. They are: The Wall Street Journal, The New York Times, the New York Daily News, the Chicago Tribune and the Chicago Sun-Times. The Los Angeles Times has its own representation, except in Miami and Dallas, and its rep firm shares responsibility with Times Mirror National Marketing in Detroit.

The one major national firm that does not fit into either the independent or group-owned categories is Million Market Newspapers, which is cooperatively owned by independent newspapers in six metro areas with populations of over one million—The Baltimore Sun, The Boston Globe, The Detroit News, the Indianapolis Star and News, the Milwaukee Journal and Sentinel, and The Arizona Republic and The Phoenix Gazette.

Other options. Beyond the major firms, there are a host of smaller ones, some of which provide regional or specialized advertising services for newspapers that have national firms handle the bulk of their accounts.

Western States Associates Inc., for example, represents the Chicago Tribune and the New York Daily News in 11 Western states and Hawaii, as well as the Sunday Magazine Network and Sunday Metro Comics.

Smaller papers not part of the larger firms can benefit from the close to $6-million worth of advertising lured by American Newspaper Representatives, a subsidiary of the National Newspaper Association, which primarily represents weeklies and small dailies.

Other small papers work at the state level, where more than two-thirds of the press associations provide a "one order, one bill, one check" service for advertising clients of member newspapers. By accumulating a variety of ads that might otherwise be ignored, some state press associations had billings exceeding $1 million last year.

Figures compiled by the Newspaper Advertising Bureau would suggest that smaller newspapers have a long way to go in their efforts to attract more national advertising. Currently, 85 percent of it goes to papers over-100,000 circulation, which comprise less than 10 percent of the U.S. total of about 1,700 dailies. □

Special Report

IMPERSONATION

When cops pose as press, media credibility suffers. But would a law against it only make matters worse?

BY MARGARET GENOVESE
presstime staff writer

Credibility is the U.S. news media's most precious possession. They say they are being robbed. The perpetrators of this "crime" against the press are law enforcement officers who pose as members of the media to gather information, to gain access to people or places, or to provide security.

"We've got enough credibility problems without policemen running around impersonating newsmen," says Phil J. Record, associate executive editor of the Fort Worth Star-Telegram and national president of the Society of Professional Journalists, Sigma Delta Chi. "People start learning about this and sources will wonder, 'Am I talking to a policeman or am I talking to a bona fide reporter?' I think it is very dangerous."

There was a case of reporter impersonation in Record's own backyard last year. Reporters for the Dallas Times Herald spotted—and blew the whistle on—two plainclothes Dallas police officers taking photographs at a July 1983 Ku Klux Klan rally while wearing press credentials that identified them as representing the "Metroplex Daily News."

The Dallas incident is not unique. There have been at least a dozen other reported cases

of police impersonation of the press in the last eight years and possibly more that have gone undetected.

Although the practice may be a "crime" in the eyes of the press, it apparently is *not* illegal.

National news media organizations say they are unaware of any federal or state laws that prohibit it. On the other hand, there are federal and state laws barring impersonation of law enforcement and other public officials. (See story, p. 20.)

Even the few federal agencies that have officially recognized the ramifications of impersonating the press and have placed restrictions on the practice nonetheless allow it under certain conditions. On the local level, few police departments expressly forbid it.

Although the media have protested where impersonation has occurred, for the most part they have been content to rely on publicity and persuasion to affect changes in law enforcement policy, rather than seeking legal remedies. One reason is that, thus far, the problem has not been seen as being widespread or institutionalized.

That, however, could change if a bill pending in the U.S. Senate is enacted. While attempting to restrict impersonation of reporters by Justice Department agents, the bill is viewed by the media as having the potential to authorize it indirectly.

ANPA and other news media groups have testified against the bill's press-related provisions. "Once infiltration and impersonation are legitimized, the principle of independence for the news media is lost, the damage is done," said John Seigenthaler, editorial director of USA Today and editor and publisher of The Tennessean in Nashville. "These bureaucratic guidelines do not assuage us," he added while representing the media groups.

At its September meeting, the ANPA Legal Affairs Committee recommended the ANPA Board of Directors adopt a policy that under "no circumstances should any government agent impersonate a member of the press.

Masters of disguise. Police impersonation of reporters is nothing new. "I'm an old timer," says 81-year-old Northwestern University journalism professor emeritus and author Curtis D. MacDougall, "and I've heard about it all my life."

In recent memory, at least, the activity may have drawn the most attention in the late 1960s and early 1970s when civil unrest was rampant and police routinely monitored the activities of potential troublemakers.

In its Sept. 23, 1968, issue, Newsweek magazine reported that "lawmen all over the country slip undercover and disguise themselves as newsmen, particularly when they are tailing black militants, student activists and other dissenters." It cited incidents in Chicago, New York City and Washington, D.C., where impersonation had been detected involving local and federal law enforcement personnel.

Times have changed. Organized protest is not as prevalent. And law enforcement agencies have turned away from such surveillance as a result of revelations in the mid-1970s that some police spying was being done on individuals and groups not because they were suspected of violating the law, but because of their political activities.

Even so, impersonating news people still goes on—perhaps with more frequency than most members of the media realize, although the actual dimensions of the problem are hard to gauge.

The cases of police impersonation since 1977 documented by the Reporters Committee for Freedom of the Press range from those in which the deception was done casually, to those in which the stratagem was carefully planned.

In the former category: a case last February in Carson City, Nev. The place: a Lincoln Day dinner for Republican Party faithful. The suspects: "two strange journalists sitting in the corner," as Andrea Engleman, secretary-manager of the Nevada Press Association puts it.

Because she is familiar with most of Nevada's relatively small number of news people, Engleman says she was curious about the newcomers with the press badges, so she asked them their affiliations. "They started to mumble," she says. "Finally one of them said, 'Actually, we are sheriff's deputies,'" assigned to provide security for featured speaker Sen. Paul Laxalt (R-Nev.).

Engleman told the officers to remove their press badges immediately. And she "very sweetly" suggested "that if they wanted to impersonate the press in the future, first of all, they needed to carry a pencil and a piece of paper, and, secondly, they needed to have bright, alert, intelligent looks on their faces." Says Engleman, "I was a little hot," as was the rest of the press corps to find cops in their midst.

The press association protested to Republican Party officials and the sheriff's office. They said they would not do it again.

Dallas police posed as press to photograph this Ku Klux Klan rally last year.

reports Engleman. "I suggested in the future they dress (the deputies) up as waiters; they are less noticeable that way."

An example of a more carefully planned police impersonation occured in May in Morristown, N.J. In that incident, police took great pains to play their parts as reporters convincingly. The setting was a rally planned by the Youth International Party—Yippies—to protest the state's marijuana laws. Two police investigators, one from the Morris County Sheriff's Department and the other from the county prosecutor's office, arrived in a vehicle labeled "Channel 6—New Jersey's Morning News." The officers, whose clothing also bore the logo of the non-existent Channel 6, proceeded to videotape "interviews" with the demonstrators. As the protest progressed, six of the demonstrators were arrested and charged with violations of the state's drug laws.

Initially, there was little reaction from the local press. Morristown Daily Record reporter Brian Murray, then a reporter with The Daily Advance in Dover, recalls the investigative technique was mentioned in stories in the next day's newspapers. "But they used it . . . the sixth paragraph or so," he recalls. "It wasn't . . . (reported as) a big deal at the time." But by the next day, Murray says he and his editor began wondering about the practice, whether it was legal, ethical or fair.

The impersonation subsequently escalated into a major news story itself. The New Jersey chapter of the Society of Professional Journalists, Sigma Delta Chi called for a state law forbidding police from impersonating reporters except when it is the only means of stopping serious illegal conduct. The American Civil Liberties Union of New Jersey also said it might propose legislation to bar the practice.

The Record in Hackensack, which endorsed the idea of a state law banning press impersonation, commented editorially: "Certain occupations require confidential relationships—doctors with their patients, lawyers with their clients, priests with their penitents. So too with reporters and their confidential sources. If people start believing that reporters may be policemen in disguise, fewer will feel comfortable about sharing sensitive information with them. What would have happened to the Watergate scandal if Deep Throat had thought Bob Woodward was a government agent?"

Defending the practice. The local news media were not the only ones caught off guard. Morris County Sheriff John M. Fox, who acknowledges the scheme was his idea, says he was "very much" surprised at the reaction of the press.

"I could understand where the media would be aghast had we gone out on a one-on-one situation with someone and attempted to gather evidence," he says, "but what we did was on a public street where there were 60 witnesses. There was no confidentiality (implied) and anyone speaking to a television camera in front of a crowd like that cannot expect confidentiality."

Fox says the videotaping was not done to gather "evidence," but rather to obtain "intelligence" on whether the protesters intended to "assault" the nearby county jail. Literature distributed before the rally, claiming demonstrators would "legally" break into the jail by forcing police to arrest them, concerned him, says Fox, as did the fact that two Yippies had just been released from the jail and could have been in touch with "major drug traffickers" still in the facility.

Five days after the incident, New Jersey Attorney General

One newspaperman defends cooperation with police

Under the same circumstances, and despite the vilification of his journalistic peers, R.L. Taylor says he would again give a cop a cover identity at his newspaper.

Now director of special projects for the Durham (N.C.) Morning Herald and The Durham Sun, Taylor was publisher of The Welch (W.Va.) Daily News when in 1977, state police officials came to him with some information he already knew: the 3,000-population town had a "dreadful drug problem." The newspaper itself had recently dismissed one of its advertising salesmen after he had been arrested on drug charges, Taylor says.

The state police problem was how to introduce an outsider—an undercover narcotics investigator—into a small community where job opportunities were limited to coal mines or retail stores, neither of which afforded any flexibility of movement, Taylor explains. So he agreed to provide a "cover" identity for the investigator. Although he considered putting the trooper in the advertising or circulation departments, Taylor decided to put him in the newsroom as a reporter "trainee" from another newspaper in the same newspaper group, figuring that this position would allow the trooper to come and go without arousing the suspicion of the newspaper's employees.

R. L. Taylor

At first, he told no one else the trainee's real identity, but after the officer complained that the managing editor was assigning him stories and he could not get his undercover job done, Taylor let the editor in on the ruse. (The detective did do one story before the editor was informed of the masquerade, Taylor says. It was a feature story that he describes as "God-awful.")

Taylor insists that "at no time did the trooper use his position on the newspaper (to pose) as a reporter inquiring about drugs. He was merely an employee at the newspaper, and since the newspaper had just had one well-known drug person (on its staff), the local drug community didn't see anything wrong with another one being there."

In return for its cooperation, the newspaper got first crack at the story of the arrests that resulted from the four-month investigation, sending one of its reporters along on the police dragnet.

After the story broke, he was "condemned by vast numbers of people," Taylor remembers. "I was told that investigative reporting in America had been destroyed forever by this. . . ." Nonetheless, "if the opportunity arose to do that again in a small town, at my newspaper, I would do it again," Taylor says.

"I'm not at all concerned about what the American Newspaper Publishers Association thinks, or what The New York Times thinks, or what the Columbia Journalism Review thinks. That is absolutely no concern of mine. My first concern was that community."

Except, he adds, next time, "I might make him a pressman."

"What would have happened to the Watergate scandal if Deep Throat had thought Bob Woodward was a government agent?"

Irwin I. Kimmelman said he would "strongly discourage" the use of undercover operations in which law enforcement officials represented themselves as reporters. In light of that, Sheriff Fox says he is not "anxious" to repeat the ruse. "But," he adds, "there might be certain life and death situations that might warrant it."

The president of the National Sheriffs' Association disagrees. "Under no circumstances" should the police pose as news reporters, says Louis F. Gianoli, sheriff of Marathon County, Wis.

The majority of police officers interviewed about police/press impersonation for a story in a law enforcement journal agreed with Gianoli. For the March 1981 issue of The Police Chief, the official publication of the International Association of Chiefs of Police, 97 police officers around the country were asked whether police should impersonate journalists to complete an investigation. According to the article, nearly 60 percent said no. Another 21 percent said yes, while 17 percent said yes, under certain circumstances.

But in an ABC News "Nightline" program about the Morristown masquerade shortly after it occurred, Minneapolis Police Chief Anthony V. Bouza defended the practice.

"The question gets tangled up in a lot of irrelevancies like what constitutes fair play. That is all really rubbish. . . . The only secure compass for police behavior is the law," Bouza later told presstime.

Absent a law prohibiting impersonation, it is "absolutely appropriate" for police to pose as reporters, says Bouza, author of books on police administration and police intelligence. However, he believes the technique should be used only in circumstances in which police suspect "a potential or actual breach of law." It should not be used "randomly or frivolously," for "trolling expeditions" or for political ends. To do so would just "invite the intrusion of the law."

Untested legal remedies. Do news organizations victimized by a police impersonation have any legal recourse? Not much.

A newspaper whose staff member has been impersonated might base a lawsuit on claims that the impersonation interfered with its business or harmed its reputation, suggests Barbara M. Mack, secretary and general counsel of The Des Moines Register and Tribune Co. Reporters might claim that their civil rights had been violated because the impersonation placed them in a position in which they could not earn their livelihood, she says. If the incident involved impersonation of a specific reporter, he or she might claim an invasion of privacy.

However, media attorney James C. Goodale of Debevoise & Plimpton in New York City believes if the impersonation involved a fictitious newspaper, it would be "very difficult to stop that."

One news organization that was a victim of police impersonation looked into bringing suit and decided against it.

In May 1980, a New Hampshire state trooper posed as a cameraman from Channel 11 in Durham to videotape a demonstration at the Seabrook nuclear power plant. At the demonstration, a news crew from the real Channel 11—public broadcasting station WENH-TV—spotted the imposter and asked to see his press credentials. He subsequently was identified on the air as a state police sergeant.

Thomas I. Hygare, director of legal affairs for the University System of New Hampshire, advised Channel 11 that a suit for monetary damages or other relief against the state police, the attorney general, or the governor's office, which issued the phony press credentials, would be "doomed to failure."

In the first place, he said, state officials are immune under state law from such suits in connection with their official duties.

But even if this were not the case, it would be "very difficult for a news organization to demonstrate the kind of damages for which courts normally provide compensation," he said. "That is, there is an absence here of any documented loss for which courts are able to provide remedies. Such losses, for example, typically are in the nature of medical bills, lost wages, or property damage."

The station probably could have obtained a preliminary injunction to stop the police officer from continuing his impersonation, Hygare advised. But given the fact that the governor's office had promised not to issue press credentials to state police in the future, it was highly unlikely that any court would entertain a petition for a permanent injunction against the state police, he said. It is equally unclear whether an

Morris County Undersheriff Benjamin Rideout and Prosecutor Lee Trumbull answer questions about Morristown, N.J., impersonation incident involving their officers.

The Daily Advance

individual who talks to a police officer thinking he or she is talking to a news reporter has any legal recourse.

Although unable to cite any cases specifically dealing with police impersonation of the press, attorneys familiar with legal challenges to surreptitious police techniques say the general state of the law—developed through a series of so-called "misplaced confidence" cases decided by the U.S. Supreme Court—is that the individual should be on guard that the person being dealt with is an imposter. According to Albert M. Pearson, professor of law at the University of Georgia at Athens: "The cases that have dealt with this issue have been pretty direct about spelling it out that way. The individual assumes the risk that he is dealing with a police officer."

Athens was the site last October of an incident of reporter impersonation, also involving an anti-nuclear demonstration. In that case, the police misrepresentation took place during an attempt by a deputy U.S. marshal to serve court papers on an organizer of a protest planned for the Savannah River Plant, a federal facility where fuel for nuclear weapons is produced. According to the Justice Department's Office of Professional Responsibility, which conducted an inquiry into the incident, the marshal entered the office where the anti-nuclear activist was working, inquired about her, and, upon being asked if he was a reporter from Greenville, S.C., agreed that he was. The agency closed its investigation after determining that the marshal did not engage in any "ongoing effort to masquerade as a reporter." It said it was unaware of any law or regulation that the marshal had violated [presstime, June 1984, p. 36].

How about the reverse: reporters posing as cops?

"What do you think of a reporter who poses as a Secret Service agent?" asks Inspector John R. Hennessey, public affairs officer for the San Francisco Police Department, making the point that police/press role-switching sometimes goes the other way.

Hennessey tells the story of a local radio newsman who put on a trench coat, turned up the collar, "moseyed through the police line" and mingled with security personnel during the 1983 visit to San Francisco by England's Queen Elizabeth II and President Reagan. Hennessey says he spotted the reporter but took no action against him. It was "kind of funny to watch him pull off this little charade," he says.

But Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi, objects to the analogy.

The consequences of the two are "vastly different," Sanford says. In the case of reporters impersonating police, the end result is news that is published to inform the public, Sanford says. "On the other hand, when police impersonate reporters, the consequences are either entrapment or the gathering of evidence."

There's another big difference, too: There are federal and state laws against members of the public impersonating police officers or public officials. And last year, two newspaper reporters were convicted of violating such laws.

Carla Cantor, a reporter for the Morristown [N.J.] Daily Record, has steadfastly denied that in order to obtain interviews, she told the family of a murder victim she was from "the morgue." The deceased's mother filed a complaint to that effect, and Cantor was found guilty by the Municipal Court of Kenilworth, N.J., of impersonating a "public servant" [presstime, Dec. 1983, p. 18].

Cantor is appealing the decision, and her sentence—a $500 fine and 30 days of community service—has been stayed pending the outcome.

The other reporter convicted last year of impersonation, David Roman, says the person he interviewed in the maximum-security prison at Mecklenburg, Va., knew that he was a reporter for the Potomac News in Woodbridge, Va.

David Roman

Nonetheless, Roman ran afoul of the law because he wore the badge of a jail sergeant to gain access to the prison to conduct the interview with a death-row inmate. Roman says he was given the badge by the superintendent of a regional jail who had planned to accompany Roman to the prison but at the last minute could not make the trip.

Now a city hall reporter with The Florida Times-Union and Jacksonville Journal, Roman was found guilty of impersonating a police officer, paid a $1,000 fine and served 10 days in jail [presstime, Oct. 1983, p. 13].

While not actually claiming to be police officials, some reporters—intentionally or unintentionally—may not make it sufficiently clear they are journalists when contacting sources for a story, leaving the impression that they are persons in authority. For example, Lt. Daniel N. Cooke, spokesman for the Los Angeles Police Department, says there have been occasional problems when reporters assigned to the police department's press room have identified themselves as "police reporters."

The question of whether reporters should ever engage in deception in pursuit of a story is one that has long been a subject of ethical debate. The discussion transcends the philosophical when it comes to official impersonation because of the laws against it. But some experts in press ethics argue that, just as with police impersonation of reporters, there could be certain extraordinary circumstances in which impersonation of public officials would be justified.

"I don't advocate doing anything illegal," says Philip Meyer, professor of journalism at the University of North Carolina, "but there are times when moral responsibility requires a person to break the law. Martin Luther King knew that. Thoreau knew that. And reporters sometimes know it."

Meyer, author of "Editors, Publishers and Newspaper Ethics," a study commissioned by the American Society of Newspaper Editors, cautions that this argument "isn't a rationalization for impersonation [by a reporter] whenever he or she feels like it."

Anthony Day, chairman of the ASNE Ethics Committee and editor of the editorial pages for the Los Angeles Times, says: "Neither policemen nor reporters ought to impersonate one another unless it's absolutely necessary . . . as a general rule it's a very bad business because a policeman who impersonates a reporter tends to discredit reporters generally. Conversely, a reporter who impersonates a policeman discredits policemen, and they both discredit their own profession."

Recourse is sparse. In the absence of laws prohibiting police impersonation, the only protection the press has is policy.

One problem with relying on policy is that most law enforcement agencies do not have a policy on news media impersonation, and of the few that do, most still allow it under certain conditions.

Of the police departments in the 12 largest cities in the United States, three—Dallas, New York and San Francisco—have policies against issuing press credentials to police officers. (Dallas acted after its officers were caught with press credentials at the Ku Klux Klan rally last year.)

But only one, the Los Angeles Police Department, expressly prohibits press impersonation. Its manual states: "The use of a news media cover by an officer to obtain intelligence information is not an acceptable form of undercover activity. Once a police officer is discovered in such a role, particularly in a crowd-control situation, legitimate members of the media become suspect and could possibly be exposed to danger. In addition, such undercover activity does damage to the trust which should exist between members of a free society and the news media which serves them."

A similar policy also has been adopted by at least one other police department—in Toledo, Ohio.

Federal policy on impersonation of news media is just as sparse. The FBI, CIA and the Internal Revenue Service are the only agencies known to have written policies on news media impersonation, and none of them flatly ban it.

The situation with the FBI points out another problem of relying on policy for protection: Policy can easily change. A case in point: In 1968, after The Washington Post identified a "reporter" at a draft-card-burning ceremony as an FBI agent, Attorney General Ramsey Clark told FBI Director J. Edgar Hoover to inform his agents "that under no circumstances are they ever to pose as members of the news media," according to one published account. Today, under certain conditions, FBI agents may do exactly that.

The bill pending in the Senate that would tighten the FBI's impersonation guidelines and put them into a law regulating Justice Department undercover operations has the news media troubled. ANPA, the American Society of Newspaper Editors and SPJ,SDX in their testimony before the Criminal Law Subcommittee of the Senate Judiciary Committee said they consider the standards in S 804 to be "an implied endorsement of government infiltration of news organizations and of agents masquerading as reporters." In an editorial on the bill, the Los Angeles Times noted: "A technique officially approved by Congress is a technique that would be used."

S 804 was drafted by a Senate committee that studied the FBI's Abscam congressional bribery investigation. In part, it would require that before an agent, informant or "cooperating individual" can pose as a member of the news media or as an attorney, physician or clergyman, the Undercover Operations Review Committee of the appropriate Justice Department agency must establish "probable cause to believe that the operation is necessary to detect or prevent specific acts of criminality." For other kinds of undercover operations, only a "reasonable suspicion" standard would have to be met.

"Once a police officer is discovered in such a role . . . members of the media become suspect and could possibly be exposed to danger."

The FBI and the Justice Department oppose the "probable cause" standard, saying it is too stringent and amounts to a prohibition against those kinds of operations.

The FBI's existing guidelines governing undercover operations require only that operations involving news-media (or doctor, lawyer or clergyman) impersonation be approved by the director or his designee, whereas other undercover operations not involving such impersonation may be approved at the field office level.

On the other hand, media groups maintain that the press "protections" in the Senate bill are "not enough."

With the end of the 98th Congress only days away, it is obvious that S 804 will not be enacted this year. But the legislation is expected to be revived in the new Congress. The acquittal of automaker John Z. DeLorean on charges stemming from an FBI undercover operation is seen as giving impetus to legislation regulating FBI undercover activities.

In the House, members of the Judiciary Committee's Subcommittee on Civil and Constitutional Rights are preparing a companion bill for introduction that will "very probably" contain an outright prohibition of Justice Department impersonation of the news media, according to Rep. Don Edwards (D-Calif.), subcommittee chairman.

One question raised at the Senate hearing was whether impersonation of the press is so prevalent that protective legislation is needed.

A marshal posed as a reporter to identify a rally organizer.

Impersonation "damages the ability of a free press to assure the maintenance of the American political system and an open society."

The response was not entirely illuminating.

FBI Director William H. Webster said he was not aware of any instances in which FBI agents had posed as journalists in an undercover operation, although he could picture a number of situations, largely in counterespionage, when it might be necessary. (An FBI spokesman later said Webster's statement covered only the period since 1978, when he became FBI director.)

Associate Attorney General D. Lowell Jensen said Justice Department agents had posed in roles identified as being sensitive, but when asked specifically about whether the agents had posed as journalists, he declined to answer. He also would not comment on whether he was referring to the FBI or to other Justice Department agencies, such as the Drug Enforcement Administration, the U.S. Marshals Service or the Border Patrol.

Two other federal agencies also have policies on press impersonation although they did not testify on the Senate bill.

A spokesman for the Internal Revenue Service told presstime that IRS agents had never posed as journalists in undercover operations and never would pose in any of the four sensitive occupations in order to obtain confidential information—only to put themselves forth as certain kinds of investors or to "act as a taxpayer would." The IRS guidelines, adopted last May, are nearly identical to those of the FBI.

A CIA spokeswoman said she "obviously can't go into" whether exceptions have been made to the CIA's policy that it "will not use the name or facilities of any U.S. news media organization to provide cover for any agency employee or activities" except with the specific approval of the director of central intelligence.

Relying on persuasion. These somewhat open-ended policies constitute virtually the entire protection the media have from law enforcement impersonation in large part because the media themselves have not sought statutory or court-ordered prohibitions.

And they have not done so chiefly because in many cases where the media have protested the practice, officials have appeased them by promising a change in policy. In addition, in the cases where impersonation has been detected, it has been seen by the press as an isolated rather than common practice.

For instance, the news media in Utah took no legal or legislative action when confronted with two impersonation incidents several years ago. One case, in October 1978, involved an attempt by state officials to arrest a man for contempt of court because he would not send his children to public schools. According to published accounts, John Singer complained that a group of men tried to "kidnap" him after claiming to be reporters for the Los Angeles Times. The "reporters" were later identified as state law enforcement officers. That incident was followed several months later by one in which a Salt Lake City police officer posed as a representative of a non-existent TV station to attend a press conference called by Iranian students at the University of Utah.

"It did not rise to the level of enough concern that we contemplated some legal action," says Randy L. Dryer, attorney for the Utah chapter of the Society of Professional Journalists, Sigma Delta Chi. Dryer says he recalls that the situation was "resolved to the news media's satisfaction" by commitments from officials not to use the tactic again.

More recently, in the Morristown, N.J., impersonation incident, the state SPJ, SDX and American Civil Liberties Union chapters welcomed Attorney General Kimmelman's statement that although he would not issue a blanket prohibition against reporter impersonation, he would "strongly discourage" its use. Neither group is now vigorously pushing for legislation.

SPJ,SDX is interested in seeing that the technique is not used again, says David Corcoran, editorial writer for the Hackensack daily and chapter president at the time of the incident. "I think these guidelines are pretty clear on that point."

If it had any evidence that the practice was continuing, the ACLU would push ahead with legislation, but at this point it does not have that evidence, says Jeffrey E. Fogel, executive director of the organization's New Jersey chapter. Another reason it is not pursuing legislation now, Fogel adds, is fear that the result might be a bill, such as the one being considered by the U.S. Senate, which "would presumably restrict press covers, but allow them nonetheless."

Persuasion also was the tactic of preference in another case of impersonation last year. The case involved a team of sheriff's deputies who posed as a news crew from KPTV in Portland to arrest a man for contempt of court.

The Oregon Joint Committee of Bar, Press and Broadcasters studied the incident and then recommended the following guideline, which was distributed to law enforcement personnel throughout the state: "Law enforcement personnel should not impersonate news media personnel. Such impersonation damages the ability of a free press to assure the maintenance of the American political system and an open society." The committee narrowly defeated, on a tie vote, a clause that would have created an exception allowing impersonation under extraordinary circumstances.

The split on the latter point illustrates one of the difficulties in getting concerted press action for a ban on impersonation—namely, some journalists say they can imagine situations in which news media impersonation might be justified. In fact, some news organizations have even helped police adopt a press cover.

According to an Associated Press dispatch in June 1980, for instance, a reporter from station KOAA-TV in Colorado Springs lent police officers a camera so that they could capture an armed man who had barricaded himself in his home. The man had threatened to kill himself and any police officer who approached, but he had said he would give himself up if he could talk to the media. Subsequently, according to AP, the city's two other TV stations condemned the tactic, while KOAA-TV supported its reporter's actions.

A newspaperman also caught flak some years ago from his colleagues for going along with police impersonation. Today, he says he would "do it again." (See story, p. 18.)

But there are also those journalists who oppose impersonation in all cases. "I find it awfully difficult to imagine the circumstance in which that is the only way police could get the information they needed," says Frank Caperton, managing editor of The Indianapolis News. "I think it undermines the credibility of the press and our ability to do our job, and they ought to respect that and stay out of it."

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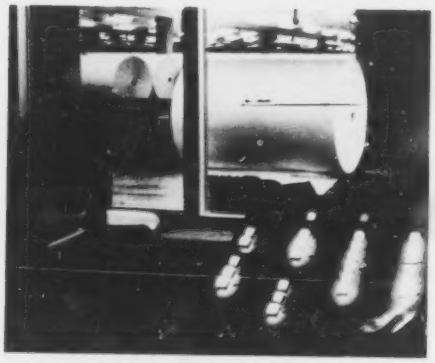

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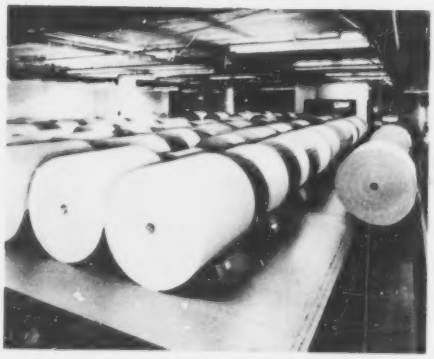

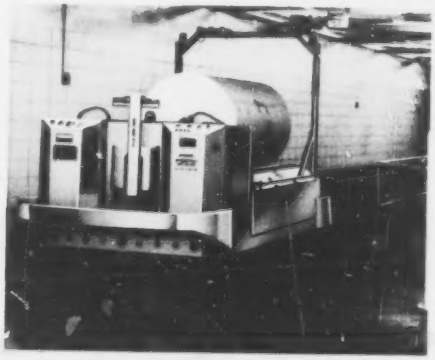

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Telecommunications history is short but stormy

BY KATHLEEN CRINER
and JANE WILSON

(Editor's note: This article, the first of three, will examine how the telecommunications industry has changed in the last 50 years and review some of its current characteristics. The second article will look at how other segments of the communications business are evolving. The third will review how newspapers have responded to converging technologies.)

Telecommunications is hot—already a $200-billion-a-year business—and the industry should double in size before the end of the decade.

This fantastic growth can be attributed in part to the rapid development of a host of new technologies and their applications such as satellites, fiber optics, computers, communications networks, videotex and database-management systems.

Growth has been fueled, too, by deregulatory policies of the Federal Communications Commission and Congress and by court rulings, all of which are opening new and old markets to competition. As a result, everyone in the telecommunications business is struggling to cope with the continuously changing environment.

Newspapers have a stake in these events. Five years ago, few publishers anticipated locking horns with the telephone industry in a national policy debate over its future role in providing electronic information services. The AT&T "scare" —that it would become a major information provider in the pioneering days of various new telecommunications technologies—is not an isolated case, however. Also evolving are other technologies and services that could profoundly affect the way newspapers do business.

Kathleen Criner

Jane Wilson

Criner is director/telecommunications affairs of ANPA, and Wilson is assistant director.

For example, cable TV, video cassette recorders and many other new video distribution systems are beginning to compete for people's time and, to a lesser degree, advertisers' dollars. The breakup of AT&T, at a minimum, is causing newspapers to devote more time and resources to planning and acquiring telecommunications services. The development of personal computer networks already has spawned electronic bulletin board services that bear a strong resemblance to electronic classified ads.

In the meantime, the efforts of such retailers as Sears and Penney's to develop electronic home shopping services could have an effect on newspapers' retail ad sales.

Despite, or perhaps because of, all the turmoil, it has been difficult for newspapers to determine the overall impact of telecommunications on their business. More to the point, the fact that electronic publishing has not been an immediate success—after being perceived as a competitive threat—has had a chilling effect on new ventures and lulled some publishers into what we believe is a false sense of complacency. However, now that the immediate AT&T threat has passed, and newspapers have had some experience with various telecommunications technologies, it seems appropriate to consider what has transpired and what has been learned.

The roots of the current telecommunications industry structure are found in the Communications Act of 1934. That law survives more or less intact, as it continues to codify industry structure and dictate policy.

The 50-year-old law, which created the FCC, divided the telecommunications industry neatly in half. The common carrier side was to offer telephone and telegraph service, while broadcasters were to beam everything from opera to distress signals over the airwaves.

In 1934, the common carrier business was dominated by two firms, AT&T and Western Union. In fact, the seemingly unstoppable growth of AT&T and its monopoly characteristics were two reasons why Congress passed the act in the first place. The *quid pro quo* was simple: In exchange for regulation, particularly tariff regulation, AT&T was granted a *de facto* monopoly.

For years this scheme worked well. Ma Bell concentrated on providing first-rate, voice-grade service and used an elaborate system of cross-subsidies to keep local telephone rates artificially low. Today, nearly 98 percent of U.S. households have telephones, and the quality of service is virtually unequalled. Prior to divestiture, AT&T controlled 96.2 percent of the long-distance market, served 82 percent of all local subscribers, employed one out of every 100 U.S. workers and accounted for 80 percent of all common carrier revenues.

Broadcasting developed differently. By 1934 almost 500 radio stations were flourishing, and some type of regulation was needed to prevent their signals from interfering with one another. Over the years, however, the economics of broadcast programming and the particular regulatory policies of station allocation gave rise to an industry dominated by a few radio and television networks.

In general, then, the history of telecommunications produced an industry that had three major characteristics:

- All portions were subject to some degree of regulation.
- There was relative stability with few new entrants and with only gradual technological innovation.
- A few large firms dominated each industry segment.

The picture has changed. Today, we have a new and far different business. The engineers have stolen all the boundaries, one by one.

The current commotion can be traced to the 1950s and '60s, when a series of technological advances and regulatory decisions changed the marketplace. For example, the introduction of low-cost microwave technology made it possible for companies like MCI and Southern Pacific to build inexpensive long distance networks which by-passed and competed with AT&T's.

During the same period, the FCC and the courts also allowed non-Bell companies to manufacture and sell telephone equipment. And for the first time since 1934, AT&T began to lose market share. Meanwhile, in 1956, AT&T signed a consent decree that prevented it from entering growing new markets for data transmission and data processing. For years, this decision appeared to be a wise one from a public-policy standpoint. But by the mid '70s, it was clear that the voice and data markets were converging. AT&T faced a dual challenge: to protect its existing markets and to enter new ones.

The giant company's first response to growing competition was an attempt to extend its monopoly to the new markets for data services. But time worked against it. By the late '70s, Congress and the FCC had rejected the monopoly concept and were committed to a national policy of competition and deregulation.

Faced with potential technological obsolesence and continued loss of market share, AT&T realized it had to change: It agreed to divestiture. And since Jan. 1, 1984, we have a very different industry structure.

Similar events took place on the broadcast side of the telecommunications business. Cable TV was introduced in the late 1940s, but largely because of restrictive FCC rules, it remained mostly in rural areas for many years, merely retransmitting broadcast signals. Again, a combination of technological breakthroughs and legal decisions changed matters.

By 1975, the cost of satellite transmission had dropped to the point where a small group of executives at Time Inc. launched a pay TV service that would use satellites to beam movies—for a monthly fee—to the country's 11 million cable subscribers.

Just four years later, cable subscriptions had shot up 40 percent, Time's Home Box Office had competitors, and Comsat, a pioneer in satellite technology, announced that it would take the HBO concept one step farther and transmit up to six channels of programming directly to small satellite receivers at customers' homes. The direct-broadcast-satellite system was born.

Instead of a stable, almost placid, business divided neatly in half and dominated by a few blue-chip corporations, the telecommunications industry today is vastly different.

Meanwhile, as engineers at RCA, Sony and other labs were racing to perfect two more new video distribution systems, the video disc and the video cassette recorder, the FCC embarked on a deregulatory adventure to unleash new uses for two older technologies—over-the-air broadcasting and microwave.

In 1980, the commission opened the door to low-power television, creating the potential for thousands of mini-TV stations.

The FCC still was struggling with its deluge of 35,000 LPTV license applications three years later when it touched off a second wave of 16,000 license applications for multi-channel MDS, a microwave service that can deliver between five to 10 channels of pay programming to a local market.

By 1984, then, advances in broadband, satellite and video recording technologies had combined with deregulatory actions at the FCC to create a multitude of new video distribution systems.

A capsule view. In short, the telecommunications industry today looks very different than it did 50 years ago. Instead of a stable, almost placid, business divided neatly in half and dominated by a few blue-chip corporations, telecommunications today is characterized by five features that have emerged only within the last few years.

1. The industry is extremely volatile. As each new technology is rolled-out, a pattern of territorial grabs and market shakeouts begins. One company will discover a new business opportunity, and dozens of others rush in to compete.

The rush to be first can have its re-

Experimental work by Dr. Frank Conrad led to the establishment of the nation's first radio station. KDKA went on the air in Pittsburgh in 1920, and the Communications Act was enacted 14 years later.

wards, as HBO, MCI and Cable News Network can attest. However, inflated expectations, poor planning, failure to anticipate market trends and immature technology have all contributed to a vicious cycle of shakeouts that have in turn spurred price wars, reduced profit margins and triggered advertising blitzes that can exhaust the resources of all but the wealthiest competitors. Inevitably, some ventures bite the dust.

2. Almost all facets of the industry are now searching for applications or "software." In fact, there may be an actual glut of distribution outlets. Cable operators, videotex providers and telephone companies are learning the hard way that a technology doesn't equal a market.

3. The high costs of high tech, the perceived value of early entry, and the sheer complexity of developing and marketing some new products have touched off a wave of mergers, acquisitions and joint ventures. Moreover, joint ventures and new entries are altering longstanding relationships both within industries and across them. Videotex affiliations, for example, could severely strain the largely collegial relationships within the newspaper business.

The high cost of entry also has intimidated some of the smaller players. However, we're convinced that the combination of niche marketing and pre-emptive local services can help smaller companies to forestall market entry by outside players, gain valuable experience and prevent "surprises." This helps to ensure diversity and competition.

4. Despite deregulation fever, telecommunications continues to be a regulated industry. For newspapers, this has special importance: Electronic information services could raise the specter of government intrusion on press freedom. For other companies, it means that the ground rules for conducting business are made and unmade by Congress, the FCC and the courts. Thus, outside forces dictate how markets will develop, often resulting in confusion as policies shift and as competition is introduced or limited in various market segments.

5. The pace of development in the telecommunications industry is quickening. Seven years—the moratorium set under the AT&T divestiture plan for telephone company involvement in electronic publishing—may seem ample for a newspaper to contemplate a strategic move into the field. Realistically, it may not be, because the diffusion rate of telecommunications technologies is accelerating. It took 50 years for the telephone to reach 96 percent penetration—but only 10 for television to reach the same plateau.

Products are different, with various penetration rates and life cycles. Calculators and video games flooded the market when they were introduced. But now one is a staple of modern life, and the other seems to be in an eternal slump.

Predicting now whether sales of personal computers or VCRs will continue to grow can be risky indeed. But the upshot is that investment in new telecommunications technologies requires an exquisite sense of timing and a willingness to persevere. Get in there too late, and you'll miss the boat; arrive too early, and you won't survive. □

Next: How other segments of the communications business are evolving.

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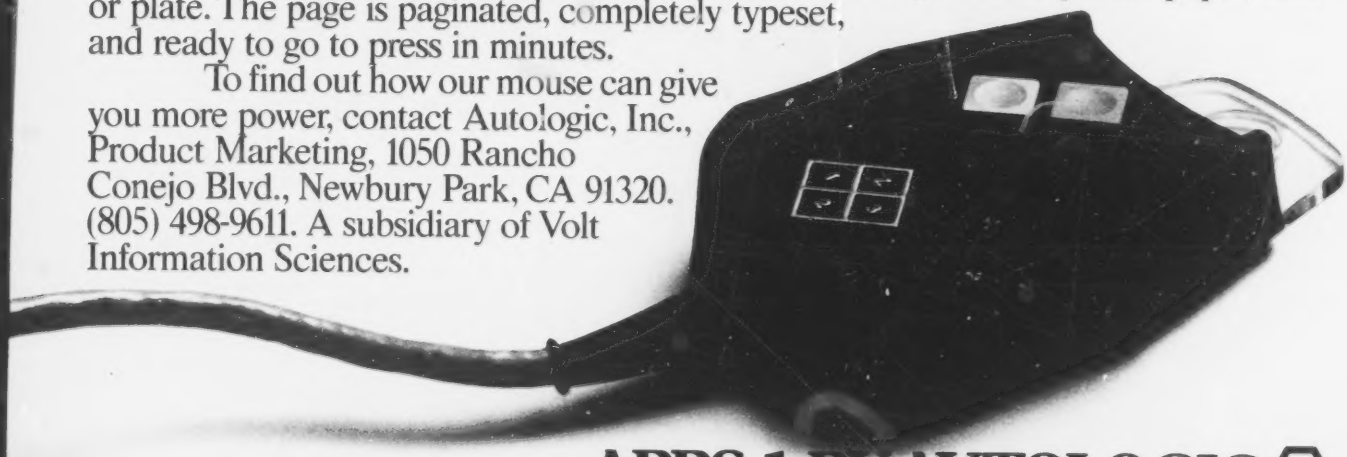

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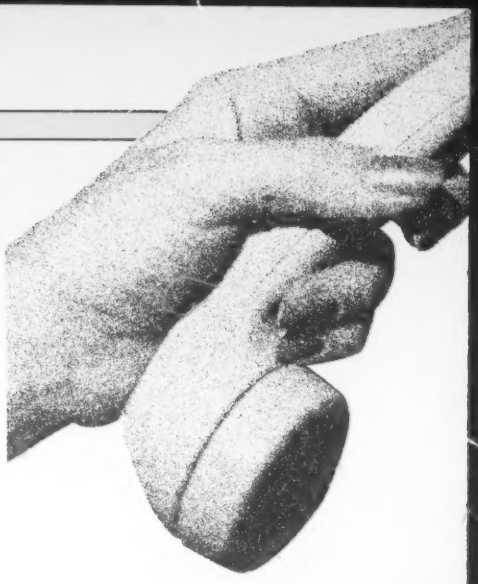


Audiotex

Dial-up services now provide weather, sports scores; could bridge the gap to more complex systems

BY C. DAVID RAMBO
presstime staff writer

Videotex and teletext are being watched closely for their role in future media markets. But sounds are being heard increasingly from another corner of the new-technology landscape, one known generally as "audiotex," in which people use their telephone to dial up prerecorded information.

Some experts believe audiotex could grease the path to more elaborate and expensive information services in the high-tech age. Audiotex holds promise of "a neat transitional service that could ultimately lead to videotex," says Thomas Pace, communications counsel for Dow Jones & Co.

Pace, chairman of the Telephone Task Force of the ANPA Telecommunications Committee, which is examining audiotex services, also notes that people are "not as afraid of it as videotex."

Kathleen Criner, ANPA director/telecommunications affairs, says the costs to start up an audiotex service can be relatively low, compared with other forms of interactive media.

She also says that "experience thus far seems to indicate that consumer reactions to audiotex are much the same as reactions to videotex." For example, "there is some limited evidence that business information and entertainment are most popular" with audiotex. Those categories also have ranked high with videotex users.

"The experience gained with audiotex, with less investment, can help you plan interactive services," Criner adds.

There are literally thousands of different kinds of information available via audiotex by just picking up the telephone and dialing. Callers don't need a computer, software or modem.

Most of the services have emerged in the last couple of years, and their variety is staggering.

There are sports scores and news updates. There are health and nutrition tips. There are prayers, as well as messages from atheists. You can hear a joke. You can hear the crew aboard the space shuttle. You can listen to Santa Claus. You can even hear sexually explicit messages tailored to your sexual preferences.

Observers say the possibilities are endless. "I honestly believe we see the tip of the iceberg," says A. Robert Thieringer, district manager for information delivery services of Bell Communications Research.

With the exception of Dow Jones' Dowphone, a sophisticated service in which subscribers can get detailed information on a variety of business and news topics, newspapers have assumed a relatively low profile in audiotex development.

A test service in Los Angeles conducted by the Los Angeles Times and Lee Enterprises ended in early July after seven months of operation. Sponsors found weak demand for audio information—at least the kind they provided.

The Times test offered local and national sports, a business news update, weather, "Bible Call" and a message on local events called "L.A. Live."

"I wouldn't want to conclude that audiotex is not a good idea," says Donald F. Wright, president and chief operating officer of the Times. "The broad appeal of this just isn't there yet. . . . There are just a few select kinds of services that are going to succeed at this stage of the development of this kind of general market."

Free v. paid. Audiotex is being set up in many forms. However, two general classes of service have evolved: those that the public call at no charge and those for which callers pay.

The LaCrosse Tribune's audio service gets 50,000 calls monthly.

Most audiotex services sponsored by newspapers so far have fallen into the free-to-callers category.

"We use it as a promotion vehicle," says Greg R. Veon, general manager of the La Crosse (Wis.) Tribune. The Tribune's service, which Veon says costs $600-$700 monthly, consists of a weather report featuring a short message about the Tribune.

Veon says his weather-information number gets about 50,000 calls per month. He speculates there are a lot of repeat calls. The messages are recorded by disc jockeys of a local radio station, which also gets a promotional plug.

The Tribune buys its audiotex capability from a St. Louis-based company called Weatherline Inc., which manufactures the necessary equipment and provides training on its use. Weatherline sets up local audiotex services for business and sports information as well as weather.

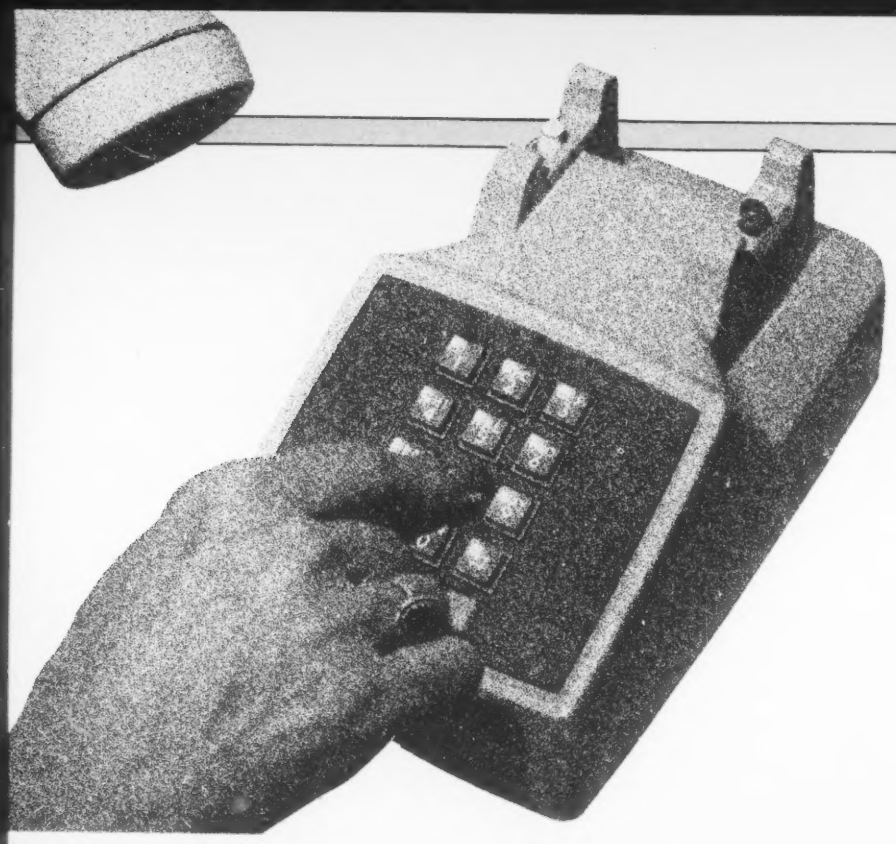
The Houston Chronicle offers all three of Weatherline's services. "It's not designed to make money," says Business Editor Tommy Thompson. "It's just a service to the readers."

Weatherline President Richard H. Friedman says 16 newspapers currently purchase his firm's services. His largest segment of clientele consists of banks seeking to bolster their community profile.

The smallest Weatherline audio system can accommodate up to five incoming calls at once; the largest, 15 or more.

Besides the promotional aspect, a reason some newspapers install such a system is to take a load off the staff, particularly the sports desk, which often is besieged with calls for information like game scores. With an audiotex service, "You sort of take a lemon"—a burden—"and make lemonade out of it," Friedman says.

Weatherline's service and others like it



also afford the prospect of generating revenue by inserting a paid advertisement either instead of or in addition to in-house promotion. Or other businesses can share in the cost of the service and share in the promotional spots. The Times of Hammond, Ind., for instance, has used such a sharing arrangement with its Weatherline service.

Dialing for dollars. Perhaps a better opportunity for revenue is through a pay-per-call service. There are three varieties taking shape.

One is the subscription-type service such as Dowphone—which is much more technologically advanced than anything any other newspaper company has attempted to date. Users call Dow Jones directly via conventional phone lines and, using their telephone's touch-tone "keypad" as an interactive device, direct the Dow Jones computerized database to provide certain information.

As is the case with the videotex Dow Jones News/Retrieval Service, Dowphone users can preprogram their information selections for most efficient use of connection time. For instance, users can set up their accounts so that they hear only news updates, five stock quotes and one commodities quote.

Also like the videotex service, users are assigned a special code to use in gaining access to the information system. Callers are then charged for connection time for each call.

Another type of pay system involves so-called "dial-it" services, technically quite distinct from those of the subscription genre. These consist of special numbers with 976 prefixes set up by local telephone companies for information providers. Phone companies set up the transmission network and handle billing to customers via the existing phone-bill system.

Thieringer of Bell Communications Research explains that dial-it was started in the early 1970s by New York Telephone at the request of the New York Chamber of Commerce. The chamber wanted to establish phone recordings for travelers called "New York City Report."

The program was a success, and AT&T developed a market plan for wider use of this "976" service, one in which the phone companies themselves would provide information. Dial-it spread to 10 other markets—in parts of New Jersey and in Chicago, Detroit, Philadelphia, Connecticut, Omaha, Minneapolis-St. Paul, Denver, Cleveland and Buffalo.

However, the divestiture of AT&T that was completed in January of this year precluded local phone companies from offering dial-it services. As a result, phone companies in the latter five markets "just folded their tent" and got out of dial-it altogether, Thieringer says.

Various entrepreneurs bought dial-it "channels." One in New York was Dow Jones for a business report (distinct from Dowphone). Other entrepreneurs liked the idea and started new dial-it messages. The recently terminated test of the Los Angeles Times and Lee Enterprises was another example.

The phone company that services Connecticut, Southern New England Telephone Co., continues to operate dial-it services because its ownership structure does not subject it to all divestiture-related prohibitions applied to local operating companies.

In August, dial-it was operating in 16 markets, according to Thieringer, and local regulatory approval was pending in eight others. In many jurisdictions, competition among would-be providers of dial-it services is quite intense, and several more phone companies plan to file for tariffs before the end of the year, he says.

Some executives say they expected tariffs to be in place in many other places by now. Progress has been hampered partly by image problems associated with services dubbed "dial-a-porn" available in New York, Philadelphia and Los Angeles. Thieringer says local phone companies have been reluctant to file for the tariffs, and regulatory bodies have been balking at approvals, because of this "black cloud hanging over the market."

The public-relations problems have turned into major legal questions regarding how far local phone companies can go in determining what kinds of information they will accept on their dial-it transmission facilities. A lawsuit is pending over Bell South's refusal to give an audio channel to a "dial-a-porn" service. And the Federal Communications Commission this year placed restrictions on "dial-a-porn" during certain hours.

An example is the dial-it number in New York City from which callers can hear, during the day, "Candy from High Society" magazine engage in prerecorded, sexually suggestive narrative. The message gets very explicit after 9:15 p.m. For daytime callers, Candy mentions that if you "can't wait" for the nighttime message, you can call another number and—"if you're an adult with a credit card"—you can talk immediately with "a live girl."

Newspaper staff involvement. There currently is scant newspaper-business presence in dial-it services. Other than Dow Jones, one of the few other newspaper-related firms involved in the field is Lee Enterprises. It is in a joint venture with Audichron Co. of Atlanta, a long-time manufacturer of mass-audience phone devices.

They operate a company called Call-It Co. that is conducting a dial-it market test

There are questions of how far a newspaper staff—in many cases already straining to get out the daily edition—can stretch to produce programming for an audiotex service.

in Atlanta. The test is part of Call-It's plan to start a network of dial-it services in "a number of markets" within a year.

The service has not progressed as rapidly as earlier anticipated because of the slow pace at which dial-it tariffs have been introduced before local regulatory bodies, says Steven B. Sturm, vice president of Call-It.

The company's plan originally included local newspapers' serving as information providers [presstime, Jan. 1984, p. 37]. But, Sturm says, "as a result of a lot of market research across the country, we are concentrating on some new programs that are not synergistic" with newspaper-provided information. "We just don't think it's as necessary as we originally thought" to have the participation of local newspapers.

Sturm says the company has developed some new dial-it programming, but he would not divulge the nature of the services.

Synergy may be a major consideration in newspapers' audiotex participation. It involves questions of just how far a newspaper staff—in many cases already straining just to get out the daily edition—can stretch to produce audio programming generally.

Some newspapers are, in fact, doing their own recordings. Callers to the Houston Chronicle's Business Line, for example, hear a member of the business-desk staff do tongue-twisting financial reports. An advantage to that is that "it gives another whole dimension to the byline" when you can hear the person talk, Friedman of Weatherline says.

But there can be disadvantages. The Los Angeles Times found in its dial-it test with Lee Enterprises that while its business staff was very "cooperative," it lacked the expertise to produce quality sound, says Paula M. Poindexter, special projects manager at the Times. There was "no trained voice sound."

Overall, she says, "You don't have as many resources as you think you do" to dash out information for a dial-it service that needs to be updated. "We automatically assumed that if you needed something like wire services, no problem, we'll just go over and get it. But you can't just do that."

Wright of the Times says audiotex services need "to be packaged a certain way. It can't just be lifted" from the daily product.

The Times also found that use of an audiotex system may not be spurred greatly by in-paper promotion of the special phone number. Wright pointed out that readers may not necessarily be users of the phone service and in that case, promotion in the newspaper "may not do you much good, really."

On that point, ANPA's Criner says newspapers may find it necessary to promote their audio information services heavily in other media such as television and radio.

Another detriment to the Times test was the relatively high charge that Pacific Telephone is allowed to charge for providing dial-it transmission and billing service. The phone company kept 19 cents for every call made on the Times' dial-it line. Considering that callers were charged 25 cents per call, the profit margin was slim.

Thieringer says Pacific Telephone's tariff is the highest of all dial-it services; the lowest is 5.5 cents.

He notes that some dial-it sponsors price their calls below what their phone company charges them to provide the communications link "as a loss leader." Some sponsors sell brief message time during their program and make up all or part of their operating loss with resulting ad revenues.

Sources caution that while tariff considerations are critical in dial-it programs, they are not the only variable in the profit picture. "I'm not convinced (a lower tariff) would have made a critical difference in the outcome," Wright says.

A related dial-it tariff issue revolves around Chesapeake and Potomac Telephone Co.'s plan to charge for the service on a sliding scale that increases the tariff as the price of the information increases. ANPA objected to the plan that would be effective in Virginia, Maryland and the District of Columbia, arguing that such an arrangement would cause the phone companies' revenue to be dependent on the content of messages—which would be inconsistent with provisions of the AT&T antitrust consent decree. Regulatory commissions in those jurisdictions declined to consider ANPA's arguments.

The third type of paid audiotex system is the "900 Dial-It Service" operated by AT&T Communications. It involves a network of area-code 900 numbers for people to engage in "mass listening" services. The 900 numbers also can be used for informal "voting" projects, used by the television networks and others for special informal audience surveys. Callers pay 50 cents for each one-minute call.

On a typical day in August there were nine messages that could be retrieved on 900 numbers. They ranged from national sports scores to Michael Jackson concert information. None of the nine sponsors was related to newspapers.

Ruth S. McCurdy, staff manager of AT&T Communications Dial-It 900 Service, explains that all caller revenue goes to the phone company. To set up a national channel, sponsors pay AT&T an initial $250 set-up fee and 25 cents per call for each call short of a minimum 2,000 per day.

"Any revenue (to the sponsor) would come from advertising" sold for insertion in the program, she says.

Getting user friendly. As if the audiotex tale wasn't complicated enough, newspapers have yet another consideration in their dealings with phone companies to discuss setting up a service. According to Pace, this extra hurdle is hard feelings that arose in the years preceding AT&T divestiture in January 1984.

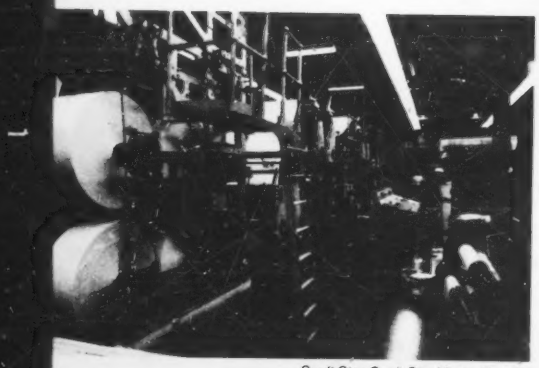
ANPA locked horns with Ma Bell in Congress as well as before the FCC on the issue of whether AT&T should be allowed to provide local information services.

One job of the Association's Telephone Task Force is to "start to knock down the walls that were built up during the divestiture years," Pace says.

The healing process is progressing well, he says. It is being aided by the fact that local operating companies are looking for ways to increase revenue. Providing an audiotex transmission medium could be one of them.

The Task Force will issue a report this fall on its examination of the potential for audiotex and other projects in which newspapers and telephone companies might work together. □

St. Paul Pioneer Press-Dispatch, St. Paul, MN



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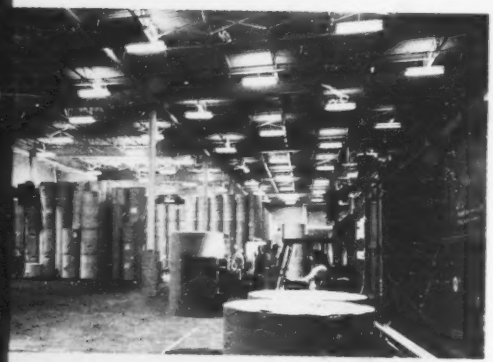

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HOLISTIC

The 'whole person' approach to personnel management offers alternatives for growth

BY PATRICIA P. RENFROE

If a newspaper's employees have problems or concerns not specifically related to salary, should management seek solutions? Will such efforts be viewed as paternalism?

The proliferation of personnel programs in the newspaper business indicates that some executives recognize a need to help solve a wide variety of employee problems under new guidelines.

Kenneth E. Supko, director of administration at The Hartford Courant, describes this as a "trend to develop the whole person in order to maximize return on an extremely valuable asset—human resources." He believes this is a trend that is on the rise in the newspaper business as it has been in other industries, because it works.

The "whole person" approach follows the concept that brought about the holistic health movement. Alvin Toffler in his book *The Third Wave* describes the movement as having "sprung up based on the notion that the well-being of the individual depends on an integration of the physical, the spiritual and the mental."

But, in personnel matters, is "holistic" a code word for paternalism? Proponents of the holistic approach say it is not. More on this after a discussion of the four main components of a holistic human-resource-management program: compensation, employee services, personal development and job satisfaction.

In terms of **compensation,** the holistic approach is reflected in the "cafeteria benefit" concept [presstime, June 1983, p. 28] in which there is "movement from wages and simple benefits . . . to a wide range of benefit selections," says Alvin Miller, vice president of The Record in Hackensack, N.J. Miller points to various types of financial retirement programs being developed for employees' consideration, such as salary reduction or 401(k) plans, investment savings, employee stock option plans and other forms of profit sharing. Each, says Miller, is designed to meet specific future needs of individual employees.

Equally evident of this holistic trend is the changing pattern of health-care programs, evolving in response to a multiplicity of employees' health-care requirements. Among them are coverage of dental, ophthalmic and drug/prescription bills, as well as increased coverage for family members including continued coverage for college-age children.

As health care has mushroomed in expense, newspaper managers have sought ways of controlling and decreasing costs [presstime, Dec. 1983, p. 40]. In general, coverage is not being reduced to any great extent, however.

Paid time away from the job is a benefit taking new forms, such as maternity and paternity leave, as a result of employees' changing attitudes about family roles and responsibilities. In a 1981 survey by ANPA, nearly half of the responding newspapers said they offered maternity leave, but paternity leave and sabbatical leave were almost unheard of. Today, executives say these areas are growing in importance as employers are being asked to respond to the dual-career families and intense concern about stress and burnout.

A highly visible and growing part of the holistic system is **employee services.** Included here are numerous programs described in previous presstime articles: pre-retirement planning, income tax preparation assistance, employee assistance programs for alcohol and drug problems, financial planning, individual and family counseling, stress management, weight reduction, smoking cessation, child care, "wellness" programs covering identification of special health problems such as high blood pressure, and planned exercise and sports activities.

Newspapers have sponsored bowling or softball teams for a long time. Now, many are going further in providing sports and fitness opportunities to employees. John T. Harrington, personnel director of the Oklahoma Publishing Co. in Oklahoma City, describes the company's sports program as "growing like Topsy to meet the demand." According to Harrington, employees asked for equal resource contributions to be devoted to tennis, golf and such activities as a recent company-sponsored Olympics-style track-and-field competition involving eight individual and team events.

The third element in a holistic human-resources program is **career and personal development**. This entails retraining personnel to meet operational demands, addressing the individual's expectations for career planning, and training to reinforce that planning.

In addition to targeted career training, some newspapers are providing personal-growth programs from photography to inter-personal relations.

An example of such programming is the Managing Personal Growth Seminar offered at the Daily News of Los Angeles, which is designed to "assist employees in everyday situations which call for thought, decision-making and action," as an article in the paper's house organ put it. The seminar is led by Jeanne Hartley,

Renfroe is manager-personnel relations in the ANPA Human Resources Department.

1984-86

committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing members who have been appointed to two-year terms by ANPA Chairman and President Richard J.V. Johnson and ANPA Foundation Chairman and President Helen K. Copley, respectively.

Compiled by Barbara Anderson, ANPA Executive Staff

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TO ADVANCE THE CAUSE OF A FREE PRESS

employee relations training and development specialist, who also is responsible for specific skills development of employees.

The fourth category, **job satisfaction,** requires management to connect several aspects of work in order to structure an environment where employees not only will perform their jobs well but enjoy doing it.

Employees demand a safe environment and one that makes it easier to perform their work. Providing a safe place to work has always been a concern of newspapers [presstime, March 1984, p. 14]. Today's managers must ensure that attractive and physically comfortable offices and work stations are available and that any employee fears about the health aspects of their workplace are addressed.

Besides environmental concerns, newspapers with a holistic human-resources program will want to focus on other aspects of job satisfaction—seeing to it that jobs are interesting, that an individual's talent is fully utilized, and that employees are allowed to participate in decisions affecting the work environment.

The emergence of various personnel programs to structure cohesive teamwork, such as the quality circles at the Detroit Free Press and editorial team building at the Charlotte [N.C.] News and Observer, is indicative of management's willingness to address these issues.

Then there are the activities that help build company spirit and contribute to making the employee want to work at a particular newspaper. These include service awards, company picnics, sponsored athletic teams, company T-shirts and such special events as the annual reception for retirees held by the Los Angeles Times.

None of the newspapers contacted for this article have consciously set out to develop a model holistic program from which to work, even though they indicate such an approach perhaps would have been helpful.

More often than not, the activities related to the four components have evolved from what Sara Brown of the Los Angeles Times calls a "bottom up movement."

Brown, training and development manager, says her goal is to have a holistic program that integrates the newspaper's skills-development needs with the employees development needs and interests.

Others point out that the lack of a model plan necessitates frequent and careful auditing of the assorted programs. The consensus is that the primary result should always be to contribute to the profitable operation of the newspaper. The challenge, they say, is to match employee and organization needs to produce that contribution.

Effectiveness assessed. Does all of this holistic effort work? Some programs are so new, say many executives, there is not yet enough data to judge their effectiveness, although the executives say the programs may have contributed to reduced turnover and absenteeism, increased productivity, and fewer successful union-organizing attempts. On the latter point, Hartford's Supko says he believes most unions are not in concert with the holistic desires of employees. "Many [union] leaders do not understand that today's employees are looking for very special things, but they want them to be tailored on an individualistic basis, not on a collective approach."

John T. Spran, vice president and employee relations director of the Fort Lauderdale News and Sun-Sentinel Co., agrees that it is too early to say that all the aspects of holistic personnel programming are successful, but he points to his newspaper's alcohol-abuse program as one that is working.

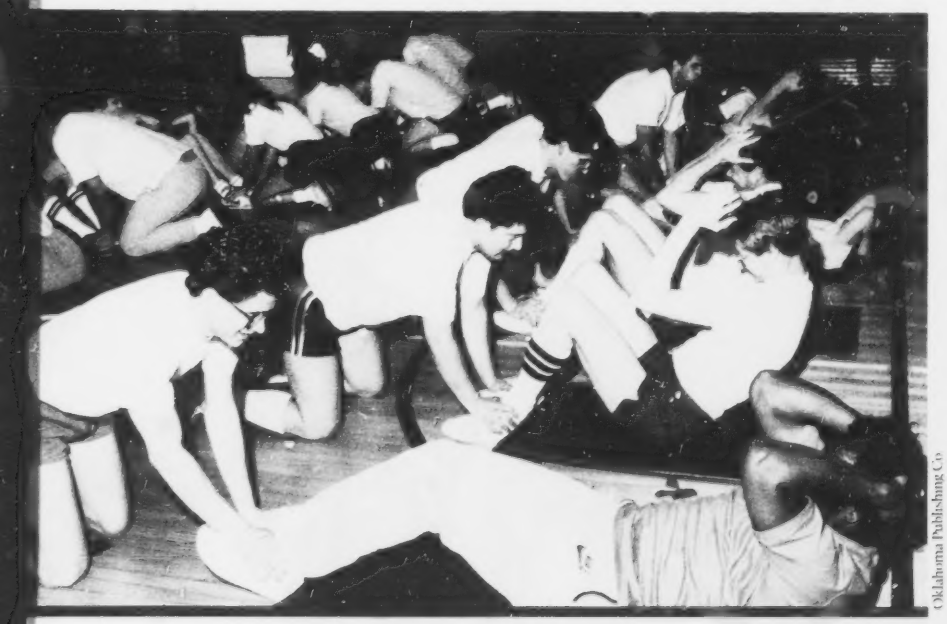
He also views that program as an example of the differences between a paternalistic approach and the holistic method. "In the paternalistic era, we would have in most instances accommodated an employee with this problem for an unlimited period of time, firing only when absolutely necessary. Today we are interested in providing the tools for assistance and personal growth, but if the employee doesn't make the decision to use the service, we no longer feel responsible. We believe our employees are competent to make such a decision and should not be treated otherwise. Personnel can not be a social welfare agency."

Nor can all newspapers offer all of these programs, others note. However, there must be a universal awareness that employees want much more out of their jobs than just a good salary, human resources executives emphasize.

There is much agreement about the usefulness of the holistic philosophy among those charged with structuring personnel programs. They insist that the holistic approach is more positive, both for management and the employee, than paternalism.

"We might have said under a paternalistic system, 'We are going to take care of you, we know what is best,' " says Miller of Hackensack. "Today, management says, 'We believe as an employer we have responsibilities to provide certain programs and improve the quality of the work life, but you, the employee, have to make choices regarding which of the benefits and programs available to use in order to become a productive employee.'

"It is a *quid pro quo,*" Miller adds. "When we do these things, we expect the employee to do the job well, believe in us—and stay with us." □



Oklahoma Publishing Co.

Oklahoma Publishing Co.-sponsored "Olympics" includes sit-ups competition for its employees.

Virginia Fielder
Performing a balancing act in newspaper research

BY MARCIA RUTH
presstime staff writer

Virginia Dodge Fielder

"If you're useful to people, they'll invite you to help them again; if you're not, the phone doesn't ring," says Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers since 1981.

Judging from Fielder's schedule, which has her away from Knight-Ridder's Miami headquarters nearly half the year, she is considered more than just useful by editors and research directors at the group's 30 dailies. "She's a terrific resource," says Merry Tipton, promotion and research director of the Columbus (Ga.) Ledger and Enquirer. "Immensely helpful," says David Lawrence Jr., executive editor of the Detroit Free Press.

At the corporate level, Fielder's contribution is equally well-received. "Basically, you sit down and tell her what you need to know, and she knows how to get it done," says Larry Jinks, senior vice president/news.

At 36, Fielder is one of the new generation of researchers bringing the disciplines of academic research to bear on the practical problems faced by newspapers, both in day-by-day operations and as the baseline for long-range planning.

Her "vision," she says, "is having research play such a vital role in decision-making that major strategic moves wouldn't even be contemplated without it."

At the same time Fielder cautions newspapers "not (to) become so dependent on research that they move too slowly."

"It's a balancing act," she says.

"Balance" is a key term not only for newspaper research in general but also for Jenny Fielder's particular role at Knight-Ridder, where research efforts are divided between editorial and circulation, which Fielder oversees, and advertising, which is supervised by Frederick C. Weiss, senior vice-president/marketing director of Knight-Ridder Newspaper Sales.

Fielder also is director of marketing research for Viewdata Corp. of America, operator of Knight-Ridder's Viewtron videotex service.

Newspapers in the group work out their research needs autonomously, calling on Fielder and Weiss for support at whatever stage is appropriate—from research design through data analysis.

In the news and circulation area, Fielder is considered unusually adept at ascertaining the needs and developing the capabilities of individual papers. "She is never a voice saying,'You need to do it this way' or 'Here's how we do it in Miami,'" says Detroit's Lawrence. "She is willing to be part of a team" in a local setting.

She compares research results from several newspapers, looking for common threads useful to others in the group; keeps Knight-Ridder papers up to date on research being done elsewhere; and presents research findings that feed decisions at the corporate level.

Described as "enthusiastic" and "a dynamo" who moves adroitly from one project to another, Fielder is both a popular speaker to newspaper audiences and a frequent contributor to academic journals, as she combines a love of academic research with the requirements of daily newspapers.

"One of the things that impresses me is she has stayed active in AEJMC (Association for Education in Journalism and Mass Communication)," says Philip Meyer, a journalism professor at the University of North Carolina at Chapel Hill, who was Fielder's predecessor at Knight-Ridder. "I think there is a real need for contact between research people in the newspaper business and academic researchers. It's good for the editorial side as well as for the business."

Like an increasing number of newspaper research directors, Fielder has a doctorate and also has worked in the newsroom.

The daughter of two schoolteachers in Waynesboro, Tenn., Fielder graduated from Transylvania University in 1970 with a degree in psychology. There she fell in love with the "focus on attitudes and motivation, on learning and perception, on characteristics of society that help shape the uniqueness of individuals." She also got "ink in her veins" as a student journalist. At Indiana University's School of Journalism, where she earned an M.A. in 1974 and a Ph.D. in 1976, she combined her two interests by concentrating on research while working her way through journalism graduate school by teaching.

After graduation, she worked as a reporter at the Lexington (Ky.) Herald-Leader, where her intention to return to teaching was sidetracked by her appointment as marketing and research manager in 1978. Moving rapidly to wider responsibilities, she became editorial research manager at the Chicago Sun-Times in 1979 and took her current job with Knight-Ridder two years later.

Living her life with the same exuberance with which she pursues her career, Jenny Fielder is known to jog several times a week, read four books at a time and wear elegant hats when nobody else wears any. Her 1977 black Pontiac Catalina (dubbed "The Tank") is a legend in Knight-Ridder's corporate parking lot, and her commuting marriage with Sandy Crye, assistant industrial relations manager for CBS in Chicago, is in keeping with her peripatetic lifestyle.

"I love my job," says Fielder. "It's the kind of job I knew I wanted ever since I knew it existed." □

ESSAY

Newspaper publishers should get personally involved in Audit Bureau of Circulations

BY EDWARD W. ESTLOW

The newspaper industry this year took a giant step forward when the Standard Advertising Unit system was adopted to make it easier for space buyers to plan their advertisements and to be assured that the space they pay for is exactly what they get.

This achievement was possible because the newspaper business, operating in highly competitive markets, worked with advertisers to produce an SAU™ system that aids both the buyer and the seller of advertising.

The link between the buyer and seller of advertising is crucial to the success of a newspaper, and every publisher is vitally interested in it.

But there is one opportunity many of us have been missing to strengthen the newspaper-advertiser relationship, and that is the Audit Bureau of Circulations annual conference. Most of the publishers who attended the 1983 meeting in Los Angeles—and there were all too few there—came away with a greater realization of the extent to which advertisers participate in ABC and of the immediate influence ABC has on newspaper ad revenues.

As a tripartite organization of publishers, advertisers and ad agencies, ABC has to find ways to satisfy the needs of all three groups. The policies it develops will either help us carry out innovative marketing plans, or they will unnecessarily restrict us and give competitors of newspapers an edge.

In 1983, ANPA and the Newspaper Advertising Bureau—convinced that stronger publisher interest was vital in removing obstacles to newspaper marketing that many felt resulted from ABC rules—created a joint ANPA/NAB Liaison Committee to work with the audit bureau. The most important lessons we have learned during the last two years of meetings with ABC officers and directors are that the advertisers *want* to cooperate with newspapers, that we *can* negotiate reasonable solutions to complex problems, and that both the buyers and sellers of advertising *need* an audit bureau. For example:

Edward W. Estlow

- We have seen ABC rules on the definition of a newspaper's market changed so that a newspaper has the option of defining its own "designated market" by any combination of contiguous, defined census units.
- We have seen evidence of ABC's willingness to proceed with care and to negotiate with regard to mandating ZIP code audits, despite the strong desire of some major advertisers for ZIP code circulation figures.
- We have seen ABC agree to provide optional supplementary information on seasonally occupied dwellings based on U.S. census information.
- We have seen ABC plan with us for a field test of the effects of same-day coupon promotion on misredemption and on coupon redemption rates.

These actions are the result of a recognition on the part of advertisers and newspapers that vigorous newspaper marketing, effective advertising, and reliable circulation audits and reports are all part of the same piece of cloth. Each one contributes to the success of the buyer and the seller of advertising, in much the same way the new SAU system does.

The coupon promotion issue illustrates the importance of personal action by the publisher, many of whom believe that promoting the value of coupons on the day of publication would be a service to the reader, the advertiser and the newspaper. We hope that selected field tests in the near future will give some clues about the effects of same-day promotion. But there is a step that newspapers can take right now to deal with the major advertiser worry—coupon misredemption. That step would be to use the ABC Coupon Distribution Verification Service, a valuable tool for any newspaper wanting to assure itself of the effectiveness of its security procedures for handling preprint and ROP coupon material. The service was endorsed by the ANPA Board of Directors at its September meeting.

Only 126 newspapers in the United States and six in Canada are currently participating in this program, and that's not enough.

How much better off we'd be in getting and keeping our coupon advertising if a much larger number of newspapers would participate in this ABC service. That's the kind of a decision that might be made much more readily if more newspaper publishers met with the senior advertising executives who attend ABC conferences and got a clear sense of their need for assurance that coupon security procedures are adequate.

Most of us have expected our circulation and marketing executives to bear the burden of helping ABC make policies that allow us to compete for advertising and give us some flexibility in marketing. But now it's time publishers and other key executives gave them the personal support they need by attending these annual conferences. (The next one is Oct. 30-Nov. 1 in Toronto.)

We simply must keep moving forward with the best, most effective marketing strategies we can develop, and we think burdens caused by ABC rules can be significantly reduced—but only if we have the support and personal interest of senior newspaper executives. □

Estlow, president and chief executive officer of Scripps-Howard and an ANPA director, is chairman of the ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee.

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ADE

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ANPA blasts recommendation for low third-class rates

ANPA has urged the governors of the U.S. Postal Service not to adopt the Postal Rate Commission's Sept. 7 recommendation on new postal rates because it falls far short of eliminating the inequity between first- and third-class rates.

"First-class mail is paying and would continue to pay a grossly disproportionate share of Postal Service costs while third-class mail benefits from artificially depressed prices," the Association said in its comments.

ANPA told the governors Sept. 27 that "an immediate one-time change in the alignment of first-class and third-class rates is necessary to restore fairness and balance to all postal rates."

The commission's recommendation stunned the newspaper business by calling for a third-class rate increase that not only is considerably lower than that sought by ANPA but also lower than that requested by the Postal Service itself. At the same time, the commission proposed bumping second-class rates more than the Postal Service had requested.

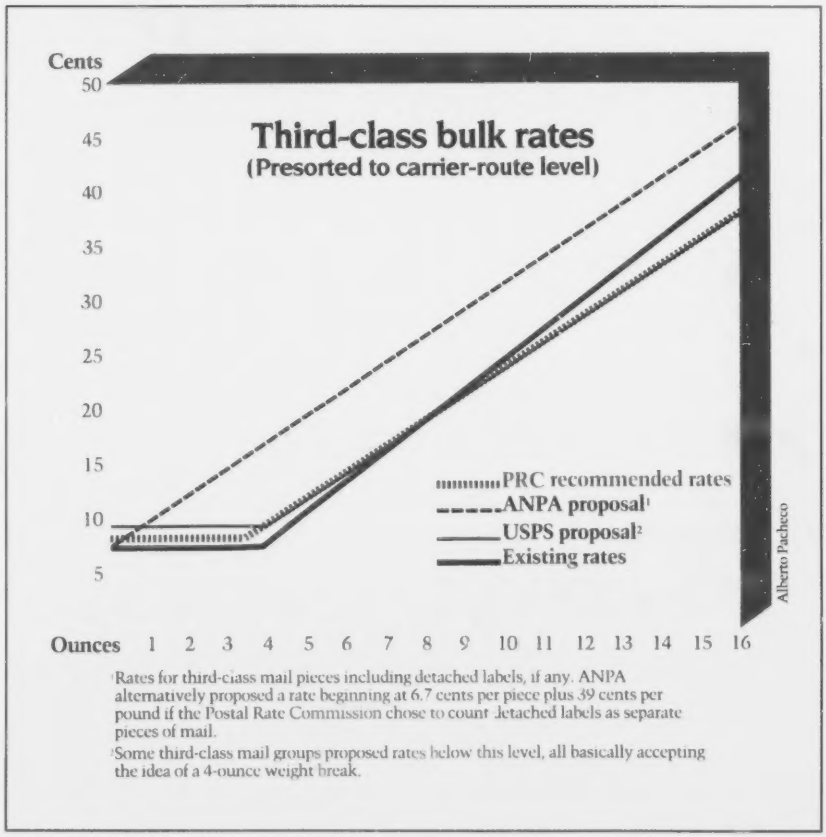
On Sept. 19, Rate Commission Chairman Janet D. Steiger met with the ANPA Government Affairs Committee and told that group that her board made its decision on first- and third-class rates primarily on the basis of a program of "tracking costs" to provide service [presstime, Sept. 1984, p. 36].

She denied allegations that the commission "took the easy way out" in the rate case by recommending relatively small, across-the-board increases rather than a big increase in the one area ANPA believes it is really needed: third-class.

The postal governors are scheduled to meet Oct. 2 and 3 in Cleveland. It was not known whether they would issue a decision then on the commission action. The governors have a range of options for action, including implementing all of the recommendation without question or accepting none of it and ultimately implementing their own rates. There is no time limit on their action.

Otto A. Silha, chairman of the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force, predicted the decision probably will not come before the November election.

Postal labor negotiations also could delay the case, observers said.



[1]Rates for third-class mail pieces including detached labels, if any. ANPA alternatively proposed a rate beginning at 6.7 cents per piece plus .39 cents per pound if the Postal Rate Commission chose to count detached labels as separate pieces of mail.

[2]Some third-class mail groups proposed rates below this level, all basically accepting the idea of a 4-ounce weight break.

Many newspaper-business executives expressed disappointment over the commission's action—which followed months of intense, complicated rate hearings. More than 100 expert witnesses took the stand. Briefs submitted contained more than 35,000 pages of text.

The newspaper forces were heartened, however, by a separate opinion from Commissioner John W. Crutcher. While agreeing with commission findings on revenue requirements, volume projections and other factors, he dissented sharply on first- and third-class rates. Crutcher essentially sided with the ANPA position. He was the only one of the five commissioners to do so.

"In postal parlance, the term 'Aunt Minnie' is used to represent the general public who have little voice in commission proceedings. In this case, poor Aunt Minnie has taken it on the chin again!" Crutcher wrote.

The recommendation includes:

- A bulk, third-class, carrier-route presort rate of 8.3 cents for pieces weighing up to 3.5 ounces, the "weight break." The existing rate is 7.4 cents with a weight break of 3.91 ounces.
- A rate of 38 cents per pound for third-class pieces weighing 3.5 ounces or more. The existing pound rate is 45 cents for pieces weighing 3.91 ounces or more, plus a carrier-route presort discount of 3.6 cents per piece.
- A 10-percent increase in the cost of a first-class stamp, to 22 cents; an overall 8-percent increase in first-class including presort discounts.

The cost to mail a 4-ounce piece of carrier-route presorted, third-class mail now is 7.65 cents. Under the commission

Commission Chairman Janet D. Steiger discusses the recommendation with (from left) ANPA's Maguire; ANPA Postal Committee Chairman W. Gilbert Faulk Jr., Dow Jones & Co.; H. Kirk Williams, Dunkirk (N.Y.) Evening Observer; and Charles E. Glover, Cox Enterprises.

recommendation, it would increase by 24 percent to 9.5 cents.

But the difference between existing and recommended rates gets smaller up to 8 ounces. Rates actually would decrease for pieces heavier than 8 ounces.

For example, the existing cost to mail a 12-ounce, carrier-route presorted piece is about 30.2 cents. Under recommended rates, the cost would be 28.5 cents, or 5.5 percent less.

Some observers speculated that if the commission's recommendation is approved, the newspaper business would face an increased threat from shared mail—the practice of combining two or more preprinted advertising inserts and mailing them directly to homes as a single package. With lower costs above 8 ounces, direct-mail firms like Advo-System Inc. would have even more of an incentive to increase the weight of marriage-mail packages. That could spur the flight of more preprints from newspapers to direct mail.

Not all newspaper executives support the ANPA position, however. One is a Government Affairs Committee member, Louis A. Lerner of Lerner Newspapers, who publishes a group of paid and free weeklies—many of which are mailed second- and third-class—in the Chicago area [presstime, Nov. 1983, p. 18]. During discussion of the postal rate issue at the ANPA committee's recent meeting, Lerner said, "I would respectfully disagree" with the Association's position on third-class rates, adding that some other publishers share his sentiments.

Lerner also was critical of ANPA for not representing second-class mail interests more vigorously in the rate case. "We have been so blinded by the third-class problem that we have let the others pass by," he said. Noting that the commission recommended increases for in-county, second-class mail on the order of 50-60 percent, Lerner said, "For some of us, that's a lot."

The rest of the second-class recommendation called for relatively "modest" increases, said ANPA Assistant General Counsel Pamela Riley. Included were new discounts for regular-rate (outside the county) mailings, consisting of price breaks for delivering copies of the newspaper to a "sectional center facility"—a regional mail terminal—and a new discount for the editorial portion of newspapers. Some charges for advertising portions also would decrease.

Vice President/General Counsel W. Terry Maguire responded to Lerner's criticism, saying ANPA believed the Postal Service's original proposal for changes in second-class rates was "a sound one." The Association therefore did not submit much evidence on the topic.

He also said second-class interests were fully represented by the National Newspaper Association.

Robert J. Brinkmann, NNA general counsel, said the in-county recommendation was unexpected. He reported that even commission staff members, when confronted after release of the recommendation, were not aware of all its ramifications for small publications. And there was the possiblity that the commission miscalculated when determining some of its second-class recommendations, Brinkmann said.

So with many questions swirling around the unexpected second-class rate proposal and with continued heated protest against the recommended third-class rate, the focus of the issue shifts to the eight postal governors.

Riley explained that the governors may respond to the rate recommendation in one of four ways under the 1970 Postal Reorganization Act:

First, they may approve the decision by a majority vote, an action that could be challenged in court by any interested party including ANPA.

Second, they may allow the recommendation to take effect under protest and either seek judicial review or reconsideration by the commission.

Third, they may reject the decision outright and return it for reconsideration.

Fourth, if a reconsidered recommendation is received from the commission and the governors still disagree with it, they can—if acting unanimously—impose their own rate structure.

On average, the rate commission recommendation would result in lower revenues for the Postal Service than originally requested by USPS. The com-

Publishers weigh several options

Options for the newspaper business to continue its battle over postal rates in the wake of the unfavorable ruling Sept. 7 by the Postal Rate Commission include:

- Bring its arguments to the postal governors who are now considering the commission's recommendations (ANPA filed comments with the governors Sept. 27.)
- Pursue in the courts (If the governors' decision is not to the Association's liking, the decision may be challenged in a federal lawsuit.)
- Go to Congress (Even though the Postal Service is no longer a federal department, the public-policy questions involved in the rate matter could spur action on Capitol Hill.)
- Go back to the Rate Commission (Apart from the rate case, a formal complaint could be filed with the commission charging unfairly low third-class rates.).

mission explained that the Postal Service has had larger volumes of mail than expected. It therefore does not need as much of an increase as once thought, the panel noted.

"On this record, we have found that the evidence calls for a smaller rate increase than the Postal Service originally estimated was necessary," the commission said.

One of the most controversial elements of the recommendation is how postal overhead is allocated among the mail classes. ANPA argued that the commission should maintain the relationship it recommended in the last rate case: that the per-piece, third-class contribution be 40-percent less than the per-piece, first-class contribution.

The Sept. 7 recommendation calls for the third-class, per-piece contribution to be 62-percent less.

"The commission offered no analysis of how it arrived at that cost coverage or why it failed to adjust the relative contributions properly," ANPA said in comments to the governors.

Crutcher, in his dissenting opinion, said if the commission had recommended the same level for third-class that it did in the previous case, the additional revenue to the Postal Service would be "more than enough to reduce the first-class rate to 21 cents."

ANPA also sought a change in the third-class rate structure to ensure that the weight of each mailed piece is factored into its mailing cost. Currently, all third-class mail pieces under 3.91 ounces pay only a per-piece rate.

The panel said there is conflicting evidence on the relative merits of both the existing and proposed structures, and it will keep the existing structure at least until a pending cost study "or other quantitative or qualitative evidence can be reviewed."

But ANPA said that position ignores evidence that weight affects cost. "Unlike the mailers in other classes who must pay higher rates for each ounce of mail, third-class mailers will continue to pay the same low rate for a piece weighing almost one quarter of a pound as they pay for a piece weighing 10 times less," the Association told the governors.

The commission rejected ANPA arguments that third-class rates should be raised because third-class service has improved and hence the service is worth more. It is a point disputed by some third-class mail groups.

Another sore point involves direct-mailers' use of detached address labels. ANPA asserts that those postcard-like labels, as separate pieces of mail, should be charged accordingly. The Association even proposed an alternative rate for use of such cards. The commission noted that it earlier refused to consider arguments for a separate fee in this rate case.

The question is pending in another proceeding based on a separate ANPA complaint.

ANPA and other parties have contended that third-class rates are unfairly low. The commission said it could not address that point because it had not received any direct testimony citing harm to a newspaper. The panel did deny, however, that the rates have an anti-competitive impact on other competitors of the Postal Service.

The commission acknowledged that private delivery firms have "varied noticeably in their ability to withstand price competition." Some report "success, while others are pessimistic about their ability to continue." Nevertheless, the commission concluded that "the ability of private delivery service to assemble separate pieces into shared distribution sets . . . is not dependent on the level of postal rates."

In addition to comments to the governors, ANPA Chairman and President Richard J.V. Johnson issued a statement saying the rate commission "has failed to take advantage of the opportunity it has to restore a better sense of balance and fairness to the relationship between first-class rates and third-class rates."

He said the Association "spent considerable time studying postal laws and services and analyzing postal statistics and finances. The two inescapable conclusions we reached were that first-class rates are too high and the third-class rate structure is both unfair in design and generally too low."

Under the recommended rates, he said, "a first-class, one-half-ounce letter would cost 22 cents to mail to a friend or relative, or to pay a bill, while unrequested third-class mail—often traveling at or near the speed of first-class mail—would pay only 8.3 cents to mail nearly a quarter-pound letter anywhere in the U.S. That's wrong and that's unfair. And the governors of the U.S. Postal Service would be doing the American public a grave disservice if they approved this recommendation." —*C. David Rambo*

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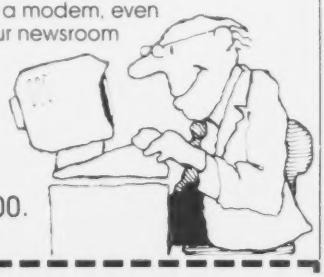

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'Protection' proposal called 'licensing'

The ANPA Government Affairs Committee expressed "alarm" at UNESCO's role in a conference that proposes to establish international guidelines for "protection" of journalists. Western press observers note that "protection" is oftentimes a code word for "licensing."

Known as the "World Conference on Working Conditions and Security of Journalists," the March 18-23 meeting in Mexico City is scheduled to follow a series of regional meetings in Europe, Africa, Southeast Asia and the United States. No major Western free-press groups—such as the International Press Institute, International Federation of Newspaper Publishers, Inter American Press Association or World Press Freedom Committee—have been involved in planning any of these meetings [presstime, August 1984, p. 37].

In its Sept. 19 statement, the Government Affairs Committee said:

"The American Newspaper Publishers Association has watched with growing concern over many years proposals at UNESCO which have threatened press freedom and the free flow of information.

"We would welcome signs the organization will move from such controversial and confrontational activities, to constructive programs supporting UNESCO's original commitment to a free flow of information.

"We are therefore alarmed at UNESCO's participation in and support for a new meeting now scheduled in Mexico City on 'working conditions and security of journalists.'

"The meeting revives some press issues upon which compromise repeatedly has proved impossible.

"These issues too often have involved schemes for censorship through licensing journalists in the name of 'protection.'

"While journalism can be a hazardous profession and ANPA traditionally has championed the welfare of journalists, journalists are not helped by chains of regulations but by freedom to better serve the cause of truth."

Also at the committee's semi-annual meeting in Washington, D.C., Harold W. Andersen, chairman of the World Press Freedom Committee, predicted UNESCO will not make reforms substantial enough to cause the U.S. government to reconsider its decision to pull out of the agency at the end of this year. Andersen, president of the Omaha World Herald Co., is part of a 14-member group named by Secretary of State George P. Shultz to report in November on the degree and significance of any UNESCO reforms.

UNESCO has hired a Washington, D.C., public relations firm, Wagner & Baroody, to help the UN agency improve its public image. □

WORLD PRESS NOTES

• The outspoken Namibian newspaper, The Observer, **resumed publication** Sept. 1 after being banned by South African censorship authorities for two weeks. It was the first case of a shutdown of a newspaper in Namibia, a territory controlled by South Africa [presstime, April, 1984, p. 47].

• The Norwegian National Committee of the International Press Institute has sent a **shipment of newsprint** to Nicaragua's beleaguered opposition newspaper, La Prensa.

The paper, which has been censored repeatedly by the Sandinista government, has come close to shutting down because of government policies hindering its purchase of newsprint [presstime, Jan. 1984, p. 38].

• Jonathan Wright, a reporter for the British news agency Reuters, was **freed unharmed** Sept. 21 after being abducted three weeks earlier.

Wright disappeared when he left Beirut for a reporting assignment in eastern Lebanon. Reuters said after his release he could not identify his captors.

Meanwhile, Jeremy Levin, Beirut bureau chief for Cable News Network, is still missing. He disappeared in Beirut March 7 [presstime, April 1984, p. 47].

• **Jacobo Timerman**, who was imprisoned and tortured for more than two years by the former military regime of Argentina, has returned to his homeland as managing editor of the Buenos Aires daily La Razon [presstime, Feb. 1984, p. 32].

Cable, videotex services end; teletext begins

One newspaper company halted its cable television programming in September, and another pulled out of videotex. But a newly launched teletext service involving a third newspaper company goes on.

• R/G Cable, a division of Phoenix Newspapers Inc., closed its three cable TV channels Sept. 14. After two years, the cable programming venture had not generated enough revenue to justify its continuance, explained Joe Cole, general manager of R/G Cable.

The three channels offered text classified advertising, text news and a combination of text and video real estate information [presstime, Feb. 1984, p. 30].

R/G Cable will be "reallocating our resources and concentrating our efforts in the videotex area, particularly Teleguide," Cole said. Teleguide is a public-access videotex system that was scheduled to begin operation in late September in Phoenix [presstime, Aug. 1984, p. 10].

• Harris Electronic News, a division of Harris Enterprises Inc., ended its videotex service Sept. 1. Company officials said HEN will become an information provider on other videotex systems, beginning in January.

The two-year-old, telephone-based service, accessible by personal computer, offered farm and agribusiness information, business news, general news, sports and weather. It operated out of Hutchinson and Olathe, Kan. [presstime, Dec. 1983, p. 24].

HEN Editor and General Manager Thomas N. Bell said Harris was "prepared to continue spending money" on the service but the company determined it could produce more revenue as an information provider than as a system operator.

• Local entertainment and sports information from the Los Angeles Times is included on a full-channel teletext service being tested by Group W Cable over its Buena Park, Calif., cable TV system.

The experimental service, called Request, also includes shopping and computer information, TV listings, weather forecasts, and features from Electronic Media Services, a division of United Media Enterprises.

Thirty households have been provided with decoders to receive the service that began July 9. □

Government Affairs Committee airs concern over SEC scrutiny

Two top enforcement officials of the Securities and Exchange Commission acknowledged that recent SEC enforcement activity seeking registration of financial publications raises some First Amendment concerns.

But they said the action is necessary to prevent consumer fraud and does not overstep free-press rights.

The SEC officials met with the ANPA Government Affairs Committee amidst growing press concern over the agency's increased scrutiny of the publishing of financial information.

Also addressing the committee during its Sept. 18-19 meeting in Washington, D.C., was Secretary of Defense Caspar W. Weinberger, who said he has accepted "very generally" the recommendations of the Panel on Media-Military Relations concerning press access to military operations. However, with respect to the incident that sparked the creation of the so-called Sidle panel—last October's invasion of Grenada—Weinberger said he would not have done things differently. That is, he would not have overruled the military's prohibition against on-the-scene press coverage of the invasion.

The two SEC officials— Michael Berenson of the SEC's Division of Investment Management and Paul Gonson, solicitor in the office of SEC general counsel—outlined the scope of the 1940 Investment Advisor Act for the newspaper executives.

They said the act requires that publications be registered as investment advisors if they operate mainly to dispense investment advice. "Bona fide" newspapers and other popular-press publications are exempt from the requirement.

Recent enforcement actions have centered on this issue.

The officials said that to determine whether a publication needs to be registered, the SEC must examine the publication's editorial and advertising content and audience. That was an area of concern to some members of the ANPA committee and other meeting participants.

"How would you distinguish between a piece in my newspaper and a tip sheet located up the street?" asked Robert C. Maynard, editor and publisher of The Oakland (Calif.) Tribune.

The officials could provide no easy answers.

"Obviously, this drawing of the line is a difficult process," Berenson said. "Quoting Justice (Potter) Stewart (on pornography), 'I can't define it, but I know it when I see it.'"

In discussing the SEC's civil lawsuit against former Wall Street Journal reporter R. Foster Winans based on "insider trading" provisions of the law [presstime, Aug. 1984, p. 38], Berenson and Gonson said the SEC contends Winans had a "duty" to his employer not to reveal unpublished information. The SEC also has said Winans had a "duty" to the public to inform readers about his alleged scheme to use the unpublished information for financial gain.

The reason for making those claims in addition to the more conventional allegations of fraud is that such arguments have been instrumental in other cases the SEC has won. For example, the SEC has prevailed by claiming that employees of securities print shops have a duty to their employers not to use the materials for personal gain.

ANPA continues to monitor the SEC case against Winans, which some committee members say is rife with First Amendment implications.

The Reporters Committee for Freedom of the Press and the American Society of Newspaper Editors plan to file a friend-of-the-court brief in the case in an effort to safeguard press freedoms.

There also is a criminal case against Winans and others filed by the Justice Department. A federal grand jury recently handed down an indictment against the defendants in that case.

Defense Secretary Weinberger's prepared remarks dealt with his complaint that the press does not always tell the "full story" when it writes "horror" stories about over-priced military spare parts. He criticized stories that neglect to mention, or mention only at the end of a story, that military personnel are the ones uncovering these problems or that steps are being taken to correct them.

On the issue of press coverage of military operations, Weinberger told the committee that a statement attributed to him to the effect that he would never dream of overriding the military was "slightly inaccurate." What he was asked, he explained, was whether he would have changed the no-press-coverage recommendation of the officer overseeing last October's invasion of Grenada. "My answer was no, on a detail of that kind, under those circumstances, I wouldn't have dreamt of overruling him" [presstime, Sept. 1984, p. 38].

On other subjects examined during the two-day meeting the committee was told that:

- Publishers should be planning educational programs to explain to employees the Occupational Safety and Health Administration's new "hazard communication" rules requiring labeling of certain hazardous substances in the workplace beginning Nov. 25, 1985 [presstime, Dec. 1983, p. 20].
- Three Los Angeles newspapers have filed a lawsuit challenging the city's gross receipts tax as applied to the media [presstime, Dec. 1983, p. 21]. Filing suit

Weinberger (right) chats with Richard C. Steele of the Worcester (Mass.) Telegram and Gazette (left) and committee Chairman George W. Wilson of the Concord (N.H.) Monitor.

in Superior Court for Los Angeles County were the Los Angeles Times, the Daily News and La Opinion.

• Texas newspapers are readying ammunition to fight any new legislative initiative to tax advertising. Phillip J. Meek, president and publisher of the Fort Worth Star-Telegram, said a study is being prepared on the implications of such a tax. Texas media narrowly escaped an ad tax during a special session last summer [presstime, Aug. 1984, p. 62].

• The Canadian Daily Newspaper Publishers Association is protesting a $500,000 federal government grant to the Graduate School of Journalism at the University of Western Ontario to establish a Centre for Mass Media Studies. E. Paul Wilson, vice president/marketing at Southam Inc., said the organization is concerned because the centre proposes to monitor the performance of Canada's mass media, one of the recommendations of the Royal Commission on Newspapers [presstime, July 1982, p. 62]. The dean of the school, Peter Desbarats, was on the research staff of the Royal Commission. □

COURTS

Court to decide press cases

BY RENÉ P. BROWN

The U.S. Supreme Court has agreed to review six media-related cases in its 1984-85 term that will address new issues and possibly clarify previous decisions affecting newspapers.

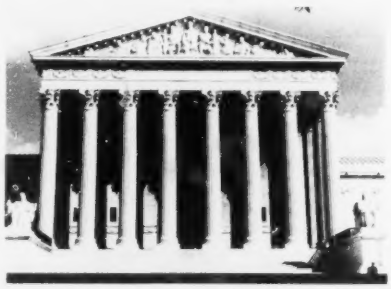
Observers say the level of activity will approximate that of the previous term, which saw decisions in such key cases as *Bose Corp. v. Consumers Union, Press-Enterprise v. Riverside County Superior Court, Waller v. Georgia* and *FCC v. League of Women Voters* [presstime, Aug. 1984, p. 34].

One of the first cases scheduled for oral argument in the new term, *Dun & Bradstreet, Inc. v. Greenmoss Builders, Inc.*, could have a major impact on standards of libel for newspaper advertising. This case originally was before the court on the question of whether presumed and punitive damages could be assessed against a non-media defendant without a showing of actual malice.

The court has requested further information on two issues. The first was whether the constitutional rule adopted by the Supreme Court in *New York Times v. Sullivan* and *Gertz v. Welch*—requiring proof of actual malice before presumed or punitive damages may be awarded to a public figure—should apply to defamation suits against non-media defendants. The second was whether that rule on damages should apply to commercial or economic speech.

Dun & Bradstreet, publisher of financial and other business information, mistakenly reported in a special notice to five of its subscribers that Greenmoss Builders had filed for bankruptcy.

Dun & Bradstreet learned several days later that the report was false; a Greenmoss employee—not the firm—filed a petition. Dun & Bradstreet sent a retraction



to each of the five subscribers and advised them of the correct facts. Greenmoss nonetheless sued for libel and ultimately received a $350,000 judgment.

If the court rules that commercial speech is not entitled to actual-malice protections outlined in *New York Times* and *Gertz*, newspapers could face punitive damages in a libel case involving non-political advertising. The court generally has recognized such advertising as protected speech.

ANPA supports uniform application of the law for the press and public.

Another important case, *Harper & Row v. Nation Enterprises*, raises copyright questions. The Supreme Court must balance the competing interests of the press to publish against an author's right to control copyrighted material.

The Nation magazine ran an article using a then-unpublished manuscript of former President Ford's memoirs furnished by an unidentified person. Harper & Row had exclusive rights to Ford's memoirs and had authorized Time magazine to print excerpts.

The Nation article was published about three weeks before the Time excerpts were scheduled to appear. Harper & Row filed suit for copyright infringement and won in U.S. District Court. But the 2nd U.S. Circuit Court of Appeals reversed that decision, saying The Nation article was a journalistic activity protected by the First Amendment and fell within a "fair use" exception to the copyright law.

Harper & Row argues that the appeals court departed from the traditional analysis used by courts in determining the scope of what is protectable under copyright laws in a work of nonfiction.

Investigative efforts of newspapers could be affected by the Supreme Court's decision in four cases concerning access to information under the Freedom of Information Act.

In two of the cases, *U.S. Department of Justice v. Provenzano* and *Shapiro v. Drug Enforcement Administration*, the court is expected to define—and hopefully resolve confusion over—the proper relationship between the 1974 Privacy Act and the Freedom of Information Act. The central question presented in these two cases is whether the Privacy Act constitutes an exemption to FOIA.

Some federal appeals courts have held that the Privacy Act's broader authority to exempt law-enforcement files takes precedence over the narrower privacy exemptions of FOIA. Other appellate courts have held the opposite. ANPA believes the Privacy Act is not an FOIA exemption.

The other two freedom-of-information cases, *Central Intelligence Agency v. Sims* and *Sims v. Central Intelligence Agency*, will give the court an opportunity to address the application of an FOIA privacy exemption to the CIA. A federal appeals court held that the CIA may withhold the identity of a source of certain intelligence information even though the agency failed to demonstrate the need to guarantee confidentiality in order to obtain the kind of information that source supplied.

An additional issue to be resolved is whether the appellate court erred by af-

Brown is counsel in the ANPA Legal Department.

firming without explanation the lower court's decision permitting the CIA to withhold the information.

Review requested. The Supreme Court has not yet decided whether it will hear several other cases submitted for review, including an antitrust case and another libel case.

The circumstances under which a newspaper monopolist may extend its monopoly into a vertically related second market is the central question in the antitrust case, *Paschall v. Kansas City Star*. The Star decided to stop selling its newspapers at wholesale rates to independent-contract carriers. It opted, instead, to enter the retail market and distribute newspapers itself.

Independent distributors appealed to the high court a decision of the 8th Circuit in favor of the newspaper. The carriers contend the newspaper unlawfully attained monopoly power in the publishing market and sought to use that power to destroy all competition in a second, vertically related market.

The Star's refusal to sell its product had, according to the carriers, substantial anticompetitive effects. ANPA filed an *amicus curiae* brief on behalf of the newspaper company at the circuit court level.

At issue in the libel case, *Piedmont Publishing Co., Inc. v. Cochran*, is whether a state may impose a procedurally stricter standard upon newspapers in a First Amendment case than that which exists in other civil cases. The stricter standard would mean such a case could not be decided by summary judgment and would have to go to the jury.

At issue is a newspaper photo captioned "They are hungry, they say." The plaintiff, the person who was quoted, asserts he never told the photographer he was hungry.

A lower court ruled this assertion raised a genuine issue of material fact as to the newspaper's actual malice. The court precluded summary judgment for the paper on punitive damages.

Other press-related cases likely will emerge as the term progresses. □

Updated LDRC study shows media winning more libel suits

A study of libel suits over the past two years has indicated there may be a "marked increase" in the rate at which the media are prevailing in libel cases.

Henry R. Kaufman

The Libel Defense Resource Center made that finding in an update of its 1982 study on "Trials, Damages and Appeals" [presstime, Oct. 1982, p. 19].

In the first study, media defendants won only 11 percent of cases examined that went to trial. In the new study, covering the last two years, LDRC found that defendants won 46 percent.

However, LDRC General Counsel Henry R. Kaufman cautioned against reading too much into the findings. "We're not ready on the basis of this new report to declare a victory," he said.

Kaufman explained that "sampling problems are immense" because the resource center does not know about all libel cases. The first study centered on 54 cases and the recent one, 63.

Nevertheless, Kaufman said there are a number of possible factors for the improved data. One is that judges may be doing a better job in issuing instructions to juries. Another is that lawyers for the media may be taking their cases more seriously—and doing a better job preparing them.

Kaufman said the numbers also may reflect the fact that highly publicized, big-judgment libel verdicts are attracting a lot of groundless suits that are easily won by the media.

Among other findings:

- The media won more "bench trials," heard by a judge instead of a jury, than in the previous study. The media prevailed in nine of 10 such trials in the recent study; only one of six in the previous one.
- The media won 20 of the 53 jury trials studied in this year's report. They won only five of 47 in the 1982 project. The new data seem to discredit many media lawyers' belief that "you can't win before a jury," Kaufman said. "It's not inevitable that you're going to lose."
- Public-official plaintiffs succeeded in all 11 trials covered in the first study. But they prevailed in just seven of 14 cases in the second study. Public officials and public figures were unable to prove as often that the media acted with actual malice; 47 percent of public-realm people prevailed in the actual-malice standard in the recent study, compared with 89 percent in the previous one.
- Twice as many private-figure libel suits were shown to have reached trial in the current study.
- Broadcast defendants won 73 percent of the cases against them in the current study. They won only 11 percent before. Newspapers continue to lose the greatest number of cases, but magazines seem to be hit with the most million-dollar judgments.
- Media defendants were shown to fare well in both studies in after-trial proceedings, although the success rates were consistently higher over the past two years. □

Edmonton daily prevails in challenge to search

The Supreme Court of Canada ruled Sept. 17 that the broad search powers contained in the Combines Investigation Act violate the Charter of Rights guarantee against unreasonable search and seizure.

The court ruled unanimously that a combines raid on the Edmonton (Alberta) Journal in April 1982 was conducted under legislation that lacks adequate procedures for authorizing a search [presstime, July 1982, p. 62].

"I'm absolutely delighted," said J. Patrick O'Callaghan, who was publisher of the Journal when its offices were raided. He is now publisher of The Calgary (Alberta) Herald. Both newspapers are in the Southam Inc. group.

Alberta's Court of Appeal had ruled 6-0 that the search powers were too broad, but the government appealed.

O'Callaghan noted that Southam used the Charter of Rights, which was passed in 1982, in its defense. The company cited Section 8 of the act, which states: "Everyone has the right to be secure against unreasonable search and seizure."

The combines act was designed to protect the public against monopolistic business practices. The reason for the investigation at the Journal was never revealed, O'Callaghan said. □

Tucson JOA sued over shoppers

The question of whether newspapers in joint operating agreements may operate total-market-coverage programs is the subject of a lawsuit against the same newspapers that were the basis for enactment of the 1970 Newspaper Preservation Act.

The U.S. District Court in Tucson said "shopper" publications of the Arizona Daily Star and the Tucson Citizen, distributed to non-subscribers via second-class mail, "were not intended to be included among those activities of a joint operating agreement exempt from the operation of antitrust laws."

The Green Valley (Ariz.) News and Sun, a twice-weekly paid-circulation newspaper, had filed suit against the Tucson dailies' TMC effort in the News and Sun market. The court in early September issued an injunction against distribution of the dailies' publications in the Green Valley area.

Judge William D. Browning said the News and Sun showed there is a "possibility of irreparable injury" as a result of the TMC publications.

However, several days later, the injunction was vacated by the 9th U.S. Circuit Court of Appeals. Reason for that action was that the News and Sun had requested summary judgment, not an injunction. The case was sent back to the District Court for further consideration.

The 1970 Newspaper Preservation Act allows two or more competing newspapers to combine all non-editorial functions and receive limited antitrust immunity if it can be shown that at least one of the newspapers is in probable danger of financial failure.

The act was intended to preserve the maximum number of newspaper editorial voices. It was passed after a federal court ruled that the Tucson joint operating agreement violated antitrust law—a ruling subsequently affirmed by the U.S. Supreme Court.

The question of what JOA newspapers may do under their antitrust immunity may extend to other activities such as electronic publishing. Some publishers have been considering asking for a change in the 1970 act to cover TMC products, electronic publishing and other activities not specifically mentioned in law [presstime, May 1983, p. 65]. □

COURT BRIEFS

• A Washington Post reporter no longer faces the threat of **criminal contempt charges** for refusing to testify before a grand jury. Loretta Tofani had refused to testify in cases stemming from her series of Pulitzer Prize-winning articles on inmate rape in the Prince George's County, Md., jail.

She instead agreed to testify in open court, but only "to confirm that her articles are true and accurate," according to an agreement with the county prosecutor.

• A federal district court judge said the **newsrack placement ordinance** of Greenwich, Conn., violated free-press rights. The city was permanently enjoined from enforcing the ordinance. It required a permit for each vending machine as well as insurance against personal injury and property damages should a person or vehicle make accidental contact with it.

• William Shockley prevailed in a **libel suit** against The Atlanta Constitution and former reporter Roger Witherspoon over an article on Shockley's theory that blacks are genetically inferior to whites. But a U.S. District Court jury awarded the Nobel Prize-winning physicist only $1 in damages.

Shockley said he was considering an appeal because of the size of the award.

In the article, Witherspoon, who is black, compared Shockley's proposed voluntary sterilization program for "genetically disadvantaged" people to activities against Jews in Nazi Germany.

LEGISLATION

Closed-meeting option urged

An independent federal advisory panel has recommended that Congress make changes in the federal open-meetings law to allow more situations in which meetings can be closed to the public and the media.

The Administrative Conference of the United States asserted that the "degree of collegiality" among members of federal regulatory agencies has "diminished" because of the Government in the Sunshine Act.

It suggested the agencies be permitted to close meetings to "discuss the broad outlines of agency policies and priorities (including enforcement priorities) . . . when the discussions are preliminary in nature or pertain to matters, such as budget or legislative proposals, which are to be considered in a public forum prior to final action."

In some agencies, members have been so inhibited by the sunshine law that the decision-making pattern has shifted from group discussions in open sessions to "one-on-one encounters" and transmission of views by staff members and by memoranda, the conference said in its recommendation adopted June 29.

ANPA, the American Society of Newspaper Editors and the National Newspaper Association opposed the recommendation when it was first proposed last year [presstime, Dec. 1983, p. 20]. □

Congress rushes to adjourn, bills in doubt

As lawmakers headed toward the scheduled Oct. 4 adjournment date for the 98th Congress, the House passed three bills of interest to the press:

• HR 3979, to replace the existing health warning message in cigarette advertising with four alternating messages, passed Sept. 10 [presstime, June 1984, p. 36]. It was uncertain whether the Senate would act on the measure before adjournment.

• HR 5645, to eliminate most existing federal court calendar priorities—including the existing priority for Freedom of Information Act cases—passed Sept. 11 [presstime, Sept. 1984, p. 34]. The measure awaits action by the Senate.

• HR 5165, to exempt certain CIA operational files from the search and review requirements of the FOIA, passed Sept. 19 [presstime, Sept. 1984, p. 34]. The Senate already passed its own bill. The House version contains several improvements sought by ANPA. A member of the staff of the House Information Subcommittee said he was hopeful the Senate would take up the House bill and pass it, eliminating the need for a conference committee to reconcile differences between the two bills. □

REGULATIONS

Newspapers assist in cleanup of dump sites

Increasingly, newspapers are being asked to contribute to cleaning up hazardous waste dump sites.

So far, at least five newspaper companies have participated in the U.S. Environmental Protection Agency's four-year-old "superfund" program that aims to clean up problem inactive waste sites. They are: Indianapolis Newspapers Inc., Philadelphia Newspapers Inc., Seattle Times Co., Plain Dealer Publishing Co. of Cleveland and Triangle Publications Inc. of Radnor, Pa.

EPA currently has 538 sites on its national priority list eligible for participation in the superfund program and is continually adding to it. At each site, EPA investigates to determine who may be held responsible for its cleanup, including not only owners and operators but also companies that contributed waste. It has identified and notified "potentially responsible parties" at 179 of the sites. These parties are asked to pay for the remedial work. If they will not or cannot pay, EPA pays for the cleanup from the $1.03 billion superfund trust fund. However, the agency may sue to recover its costs.

The Seattle Times was one of about 300 parties identified at the Western Processing Inc. site in Kent, Wash. Although it contends the ink and solvents it contributed are not toxic, the company decided to participate in the voluntary cleanup because it would be less costly than taking the matter to court, according to Dennis J. Fox, general services manager.

The cost of the surface cleanup was apportioned among the parties according to the volume of waste each contributed. The Times, which had 30 drums at the site, was figured to have contributed .13 of 1 percent of the volume, according to Fox. He declined to say how much the Times paid. A spokesman in EPA's Region 10 office in Seattle said the participating companies are contributing about $10 million.

Philadelphia Newspapers is voluntarily participating in efforts to clean the Swope Oil & Chemical Co. site in Pennsauken, N.J. It contends the "roller wash" it is said to have contributed to the site is not hazardous to the environment, but has a low flashpoint. Another of the 12 companies that reached voluntary agreement with EPA to pay for initial remedial work at the site is Triangle Publications Inc., publisher of the Daily Racing Form. The companies responsible, whose numbers could grow as the EPA investigation continues, will divide the estimated $800,000 cost.

This is the Pennsauken dump as it appeared in 1982.

Indianapolis Newspapers is currently negotiating with EPA to be allowed to be a part of a voluntary agreement to pay for surface cleaning at the Environmental Conservation and Chemical Corp. site near Lebanon, Ind.

According to David B. Wright, vice president and business manager, the company did not realize it had contributed waste to the site when it was first contacted by EPA and invited to attend a meeting of contributors.

Subsequently, he says, the company learned that the 225 companies that attended the meeting entered into a voluntary settlement agreement with EPA to pay a large part of the cost of the cleanup based on $29 per barrel of waste contributed. EPA notified the newspapers that they and 32 other non-settlers would have to divide among themselves the remaining cost of the cleanup—about a half million dollars. The companies have retained legal counsel in their attempt to become part of the settlement agreement. Of the 139,000 barrels of waste at the site, Wright says the newspapers contributed 60 barrels, or .04 of 1 percent of the total volume. He described the newspapers' waste as ink sludge and press cleaning materials. He says the company does not think the material is hazardous.

ANPA Manager/Environmental Services Richard W. Neergaard said other newspapers also may be surprised to learn that their waste has been found at superfund sites. This points up the need for newspapers to pay close attention to their waste disposal practices, he added.

Nearly all the newspaper waste that will be found at these sites will consist of waste ink and pressroom solvents, Neergaard predicted. Any potential hazard these materials would pose would be caused by low flashpoints in the case of the solvents and metals in the case of color inks, he said.

The cleanup to which Plain Dealer Publishing contributed in 1982 did not involve waste generated by the newspaper but a warehouse containing toxic materials located on property owned by the company. The facility had been leased to a reclamation, recycling and storage company that went out of business in 1980. EPA paid for removing the materials from the warehouse; the Plain Dealer razed the building. □

Newspapers ponder acceptance of 'brokered advertising'

A federal court case in Boise, Idaho, has raised—but left unresolved—a number of questions about the right of newspapers to refuse to accept advertising inserts put together by an outside company.

Although most newspapers accept inserts containing so-called "brokered" ads for a combination of national advertisers, very few accept local-advertising preprints assembled by independent entrepreneurs.

In the Boise case dismissed Aug. 31, U.S. District Judge Ray McNichols did not rule on the plaintiff's claim that the Idaho Statesman violated federal antitrust laws by refusing to accept some locally brokered advertising inserts. Instead, McNichols held that the evidence presented on behalf of the plaintiff over a nine-day period was insufficient to send the case to a jury for a verdict.

According to ANPA Assistant General Council Pamela Riley, the Idaho case is the first to raise the antitrust issue for papers that refuse brokered advertising. "There is no case law" in this area, she says.

Over the past few years, newspapers have come to an uneasy acceptance of brokered advertising, particularly groupings of cents-off coupons for national accounts.

But the longstanding practice of newspapers to maintain creative and financial control over local advertising is now being challenged:

- By local entrepreneurs seeking to cash in on the generally lower rates charged for insert advertising
- By nationally controlled retail stores that want nationwide distribution for their ads
- By large direct-mail companies that are beginning to reach into retail markets.

"I think it is going to be an increasing problem," said Tucker Sutherland, senior vice-president of Harte-Hanks Communications Inc. and president, newspaper operations.

So far, most confrontations have arisen when a newspaper is unaware of the fact that someone who appears to be a single advertiser is actually brokering space for others.

Earlier this year, for example, a Montana radio station disputed the right of The Billings Gazette to reject a contracted insert after the paper discovered KZLS-FM was selling ads for the insert. "We've had a kind of unwritten policy (against brokering) that maybe everybody didn't know then," said Publisher George Remington. "But everybody knows now." The radio station withdrew its proposal after the Gazette made it clear that the paper would stand by its policy against brokering local ads.

The Idaho case is the first to raise the antitrust issue for papers that refuse brokered advertising.

"I guess if a person approached us and were really devious, then we could be vulnerable," said Gene H. Grant, advertising director of The Sacramento Bee, which has a "firm policy" against locally brokered advertising. "If they (newspaper officials) accept the order without conditions, it is our understanding the newspaper may be legally bound to run it," he added. "We attempt to have our sales people sensitive so they don't get duped."

In the Boise case, the Gannett Co.-owned Statesman had made an exception to its existing policy against local brokering for the inserts proposed by Philip J. Drinkwine. The daily returned to its original policy after Drinkwine fell behind in his payments and the paper assumed he had gone out of business.

But newspapers are now forming policy decisions that go beyond reacting to these isolated experiences. Faced with proposals to include advertisements for the Sears Roebuck Co. catalogue and local outlets of national chain stores in some of their inserts, they are reacting in a variety of ways.

Harte-Hanks, like most groups, does not have a unified policy for all of its newspapers. But last year the papers in its Texas Metro group established a policy of rejecting nationally prepared preprints that include retail advertising. In other words, said Sutherland, brokered inserts can carry an ad for Kentucky Fried Chicken but not one for a specific outlet.

At two Indiana papers where national advertising is sold jointly by Knight-Ridder Newspaper Sales, The Times of Hammond and the Post-Tribune of Gary, retail advertising is accepted throughout the paper, ROP or in inserts, but always at the retail rate.

"We feel this is a compromise," says David Trewin, advertising director for The Times. "They want to be in retail for ROP to get the lower rate and in national preprints to get a lower rate. So we're saying 'be consistent.'"

Many smaller papers are not questioning where this kind of advertising is placed, because so little normally comes their way. Larger ones fear a sizable erosion of the revenue and control they have had with retail advertising.

"In my opinion, we're not going to do all the work to write the paper and distribute and promote it, then let the brokers make all the money," said John Sweeney, advertising director of the Houston Chronicle. "We will have to look at developing procedures and rates to make this more equitable."

"The subject is not going to go away," says Christopher Jackson, vice president/chain store sales for the Newspaper Advertising Bureau, who has worked with papers seeking a solution. "There should be a way for newspapers to keep this business, which would otherwise go to the competition."

Beyond the money involved, papers are looking at what they think is an infringement on their relationships with their customers and their readers. A number of papers say they have been burned by local brokers who do not deliver what they promise their advertisers or the public.

After an insert promoted by a local broker at the Daily News in Los Angeles fell through, "People were getting problems with their ads and we were getting all the calls," said Display Advertising Director H.R. (Hugh) Autz. "On a retail basis, you need to talk directly with the clients to properly service them so there is no misrepresentation."

"What it boils down to these days," he said, "is we have to be responsible for what goes in our paper, both advertising and editorial." —*Marcia Ruth*

Canadian newspapers develop ad standardization program

Canadian newspapers, following the lead of their neighbors to the south, are working on an advertising standardization program similar to the expanded Standard Advertising Unit system that took effect three months ago in the United States.

The board of directors of the Canadian Daily Newspaper Publishers Association, at CDNPA's Sept. 12-13 meeting, approved a plan proposed by a task force representing newspapers, advertisers and advertising agencies. Implementation is set for Oct. 1, 1985.

Like the SAU™ system, the Canadian version calls for broadsheet newspapers to adopt a 13-inch-wide page with a six-column advertising format.

It also recommends the use of the inch as the unit of measurement of the depth of newspaper advertising, as in the SAU system.

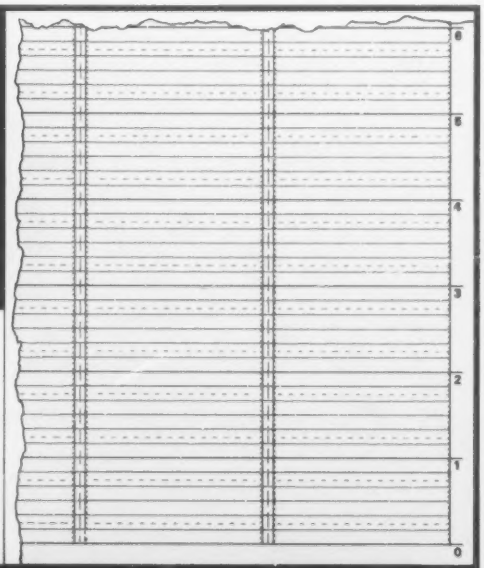
That had been in doubt because Canada has officially moved to the metric system. However, John E. Foy, CDNPA general manager, said the decision was made to go with the inch in the belief that Canada's new government will not continue to make metric mandatory. Metrification also is being challenged in the courts.

Still to be worked out is whether the Canadian version will include a set of standard units. The SAU system has 56 standard sizes.

Foy said it is hoped all the details can be nailed down by the end of the year.

Norman R. Kirk, a member of the task force, said he does not foresee any major problems for Canadian newspapers in converting because they will be able to benefit from the experience of U.S. newspapers. "Quite frankly, we don't have to reinvent the wheel because you have already invented it down in the States," said Kirk, advertising director of The Toronto Star. □

NEW!
Standard Ad Unit GRID SHEETS



MPS has the new 13" SAU™ grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU™ column sizes. In addition 5 sizes are in stock for make-up of ads less than full-page sizes.

Free samples are available. Call Dick Morton at 1 800 621-1507 to discuss your SAU™ grid sheet requirements.

MPS MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago, IL 60656, (312) 867-4646

Another postal problem, this one over SAU measurements

The expanded Standard Advertising Unit system is causing some newspapers problems with the U.S. Postal Service.

According to the Newspaper Advertising Bureau, the issue revolves around the Postal Service's requirement that newspapers report what percentage of their content is devoted to advertising.

The problem arises because postal officials want one percentage, based on one advertising volume total. Newspapers subscribing to the SAU™ system typically have two ways of reporting advertising volume: one for display advertising, based on SAU column inches, and another for classified advertising—which is not part of the SAU system—based on linage.

NAB suggests that newspapers that have adopted the SAU format for display advertising convert all of their ad-volume data to SAU inches. Volume measured in lines is converted to inches by dividing by 14 (14 agate lines to the inch). Then, to convert to the SAU six-column format, a newspaper with an eight-column format must multiply the number of inches by .75; nine-column, by .666; and 10-column, by .60.

For more information, contact Charles M. Kinsolving Jr., vice president marketing/new technology, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 704-4544. □

Ad expenditures continue '84 climb

Advertising expenditures for daily newspapers totaled just over $2 billion in May, an increase of 12.4 percent over the same month last year, according to preliminary estimates from the Newspaper Advertising Bureau.

Classifieds showed the greatest increase, rising 24.1 percent to $660 million. Expenditures for national advertising climbed 7.4 percent to $274 million, and retail was up 7.6 percent to $1.116 billion.

For the first five months of 1984, ad expenditures for daily papers totaled $9.367 billion, up 18.7 percent from the same period a year earlier.

Classified showed the greatest rate of increase, 32.7 percent, to $3.065 billion. Retail rose 13.6 percent to $5.045 billion. National was 10.3-percent higher at $1.256 billion. □

With era of cost reduction over, it's time to address strategies

BY CRAIG C. STANDEN

On Sept. 12-13, the bureau held its annual staff sales meeting. It was a time for reviewing the past and planning for the future. We concentrated on the future.

In opening the meeting, I told our staff that in my opinion, what happens in the newspaper business in the next 10 years will determine whether we will be highly successful or only marginally successful in the long run.

Although we can't predict everything that will happen in the coming decade, we can be pretty sure of certain trends:

• *The number of media and media outlets will continue to grow, and broadcast audiences will become more and more fractionated.*

The growth of cable, the reduction in network TV ratings and the drop in commercial recall that our research has documented, have made television a less effective medium for mass selling. At the same time, TV commercial prices continue to rise, and major advertisers are increasingly looking for alternative ways of reaching large audiences. They won't find a mass audience in cable or any of the other "new" media, but they can find it in newspapers. It's up to us to be sure advertisers know how important that mass newspaper audience is and how to reach our readers creatively.

• *Our competition will become more intense.*

Our dominence of retail advertising, the largest segment of our revenues, is being strongly challenged by the mailing houses sparked by a combination of computerized address lists and unfairly low third-class mail rates. The newly announced postal rates, which represent only a slight increase for the mailers and actually mean *lower* mailing costs for shared-mail packages weighing more then 8 ounces, will strenghten our competition and make our job in this area that much more difficult.

Another long-range threat to our retail advertising is posed by direct marketing, which often seeks to bypass the store altogether. If there aren't any retail stores, there certainly won't be any retail store advertising.

Classified, as well as retail display, is threatened by direct marketing—especially in employment and real estate advertising—and by new media such as teletext and videotex.

Television, despite its problems, still has a strong grip on many large advertisers, and the networks will fight hard to keep their national advertising business. Cable has joined radio and magazines as strong competition for us in trying to take national business away from television. And on the local level, television and radio will continue to step up their efforts to take retail ad dollars away from us.

• *Target marketing will receive increased emphasis.*

Target marketing—attempting to match your product and your advertising message with a very highly defined segment of the population—has been a way of life among national advertisers for many years. Now it is becoming important to retailers. Newspapers must compete for this business by increasing our ability to deliver the advertiser's specialized message to the desired audience.

We've already taken major steps in this direction with zoned editions offering geographical targeting and with the "sectional revolution" offering advertisers special sections such as "Style," "Science," "Weekend," and so on.

The continuing success of these sections in terms of garnering advertising shows that they are indeed delivering the kind of audiences advertisers want.

●●●

In terms of newspaper strategies for the coming 10 years, it seems obvious to me that the era of cost reduction is for the most part over. We have squeezed out the majority of the savings possible by computerizing our newsgathering and production facilities. Now the focus is shifting to the revenue side of the business.

What does this mean? If we are going to maximize newspaper advertising revenues, it means we are going to have to change the ways we sell newspaper advertising, just as we have changed the ways we turn out the newspaper.

Let me suggest three major changes I think we are going to have to make in our selling strategies and techniques in order to succeed:

1. Increased emphasis on reaching top management. The major decisions about advertising—including the decisions about which media to use—are now made in most companies at the very top. There is so much money at stake, and the consequences are so important, that top managements have no choice but to get involved. This has been true for many years with national advertising. In recent years we have seen it become true for retail advertising. It is even starting to happen in classified advertising, as real-estate franchisers and nationwide recruitment agencies replace local entities.

2. Increased use of data in selling. Computers have become one of the basic facts of life in media selection at all levels. Demographic information and more flexible distribution systems are used to target advertising more effectively. The distinction between circulation and audience has become increasingly important, especially to us in the newspaper business. These are all examples of the increasing use of organized data in the buying and selling of media, and there are many more. Generally, newspapers trail the broadcast media in using data as a selling tool. Our syndicated local-market audience research has been an important step forward, but we still have a long way to go.

3. Selling the medium first. We can't make any major gains in selling newspaper advertising in individual newspapers until we all do a better job of selling newspaper advertising (and what it can do for an advertiser) as a whole. Newspapers traditionally have promoted themselves as individual publications. We must spend more time, energy and money selling newspaper advertising first—and our own individual entities second. Not all our time, energy and money, of course, but more of it.

●●●

These are some of the items on our long-range agenda. In the months to come, I'll discuss some of them in greater detail, along with our proposed strategies for dealing with the problems and opportunities they represent.

In the meantime, I'll be happy to hear from you, either in writing or by telephone, on these subjects. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

New tools for nuclear coverage

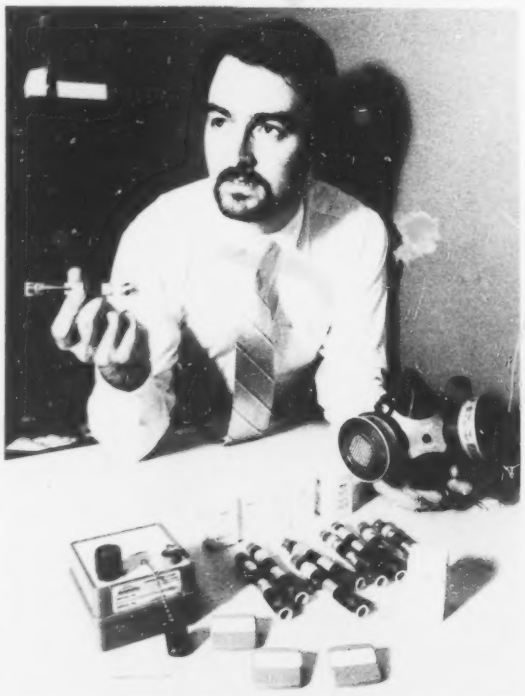
The New York Times has implemented a program to enable its news staff to cover potentially hazardous nuclear incidents with confidence that they are not being subjected to harmful levels of radiation.

The program was initiated on the recommendation of reporter Matthew L. Wald, who covers electric utilities for the Times [presstime, March 1983, p. 30].

"I think we took all the prudent steps that non-specialists should take," Wald said following establishment of the program.

"You don't want to spend your life preparing for a radiological accident," he said, "but you want to have done a reasonable amount of work in advance to prepare yourself for a broad spectrum of accidents involving radiation. The spectrum ranges from a small transportation accident in which some radioactive material is spilled, to a major power plant accident, or a weapons test that doesn't work right."

So far, 19 reporters, photographers and editors have undergone two days of training, covering not only how to use devices to measure radiation exposure, but also the basics of nuclear physics and a discussion of the biological effects of radioactivity. Eight of the staffers also received a third day of training in planning for and responding to radiological accidents, particularly those involving nuclear power plants.



New York Times reporter Wald displays measurement devices and protective equipment used when there are dangers from radioactivity.

The training was conducted by Michael S. Terpilak and Bernard Schleien, former radiation specialists at the U.S. Food and Drug Administration. They are partners in a Baltimore consulting firm, Nucleon Lectern Associates.

Terpilak and Schleien have been retained by the Times to train additional staff members, to conduct refresher courses and to be on call around the clock to answer telephone questions from Times' reporters. They also are prepared to accompany Times staffers to the scene of any major nuclear incidents.

For the program, the Times purchased several types of dosimeters (devices that measure radiation exposure), potassium iodide tablets (to prevent the concentration of radioactive iodine in the thyroid gland) and partial face masks with filters (to prevent the inhalation of radioactive particles). The equipment is kept at the Times' New York City newsroom and its Washington, D.C., bureau.

The detection equipment already has been used by Wald in a visit to a nuclear power plant and by another staff reporter who inspected a radioactive waste dump.

Records will be kept of dosimeter-measured radiation exposures, according to Dr. Howard R. Brown, medical director of The New York Times Co. If staff members should reach federally recommended levels of lifetime radiation exposure, they will not be assigned to stories carrying a risk of additional exposure, he said.

Not as a part of the radiation detection and prevention program, but in conjunc-

'Shoe' **By Jeff MacNelly**

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

tion with it, is an informal recommendation by Brown that staffers of "child-producing age, both males and females," not be sent to cover nuclear incidents in which the radiation exposure levels are unknown, because of the possibility of genetic effects.

According to Elaine M. Naddaff, a Times newsroom official, it would cost a newspaper about $13,000 to set up such a program, including training for 20 people and equipment.

"The degree of usefulness will depend on events of the next few years," noted Wald. "I am confident if we had done this five years ago, it would have more than paid for itself in terms of usefulness."

—Margaret Genovese

1st Amendment Congress seeks headquarters

The First Amendment Congress, now five and a half years old, is looking for a permanent home and plans to hire a full-time executive director. The headquarters could be selected early next year and opened by spring, said the organization's chairman, Jean H. Otto.

The congress has sent letters to accredited journalism schools and some law schools asking whether they would be interested in serving as its headquarters.

"Many of the top-flight schools in the country have expressed interest and plan to write a proposal" for establishment of an office on their campus, Otto said. Those proposals will be screened at the congress' annual meeting Oct. 26-27 in Denver.

Otto said congress officials would like to settle on a headquarters site before beginning a search for an executive.

The First Amendment Congress was founded in March 1979 by 12 media organizations including ANPA. It has held three national meetings and more than 30 local and regional events [presstime, Jan. 1984, p. 44]. □

Correction

Van A. Cavett, newly elected president of the National Conference of Editorial Writers, is editorial page editor of The Louisville Times. Presstime incorrectly stated in its August issue (p. 64) that he is affiliated with both the Times and its sister daily, The Courier-Journal. □

Improvement found in reporting of polls

BY GUIDO H. STEMPEL III

Guido H. Stempel III

With the deluge of presidential election polls upon us, it is encouraging to note that one researcher has concluded that the reporting of polls by newspapers has improved in recent years.

Michael B. Salwen, a graduate student in the School of Journalism at Michigan State University, so reported at the convention of the Association for Education in Journalism and Mass Communication at the University of Florida in August.

His conclusions were based on a study of reporting of polls by the Detroit Free Press and The Detroit News from 1968 through 1980. Because he included wire-service and syndicated stories as well as locally written poll stories, Salwen concluded that the improvement he found probably was true for most newspapers.

He found that such critical technical details as sample size, question wording, date of the poll, error margin and sponsor all are being reported more frequently than they were in 1968. Yet at the same time, there were some 1980 polls for which these facts were not reported.

Copies of this study may be obtained from Salwen at the School of Journalism, Michigan State University, East Lansing, Mich. 48824.

• • •

Another study reported at the AEJMC convention found that lead paragraphs are less readable than the succeeding paragraphs in newspaper articles.

Harry Stapler, a professor at the University of Florida College of Journalism and Communication, analyzed sentence length in leads and the next three paragraphs of staff-written articles in 12 major newspapers.

He found that the average length of sentences in leads was 26 words, and the average length of sentences in the second, third and fourth paragraphs was 22 words.

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Stapler pointed out that readability expert Rudolf Flesch suggests 19 words as an appropriate average sentence length for material written for the general population. Flesch considers a 26-word average sentence length as suitable for people with at least some college education. It is, in other words, clearly above the level of the average newspaper reader.

Stapler suggests that the inverted pyramid format, which encourages the writer to present a comprehensive lead, may be largely responsible for the difference between sentence length in leads in other paragraphs.

Copies of Stapler's study may be obtained from him at the College of Journalism and Communication, University of Florida, Gainesville, Fla. 32611.

• • •

Working newspaper journalists have an optimistic view about newspapers, according to a study reported in the spring issue of Newspaper Research Journal.

Authors of the study—Judee and Michael Burgoon of the Department of Communication at the University of Arizona, Charles K. Atkin of the Department of Communication at Michigan State, and James M. Bernstein, a graduate student at Michigan State—found that 48 percent of the journalists agreed and 22 percent disagreed that the public has more confidence in the local newspaper than local television news.

Fifty-eight percent agreed that their paper's news presentations have an important impact on public attitudes toward political and social issues. However, 48 percent did say that the future of the newspaper industry looks rather gloomy to them.

The study also found that employees whose work took them outside the newspaper office had more favorable attitudes about newspapers than did employees whose whole working day was spent in the office.

The study involved 489 journalists from eight newspapers selected to achieve a mix of location, circulation, ownership, competition and other factors. □

ITU's McMichen given 90 days to get merger agreement

The International Typographical Union, with a split in its leadership, anger in its ranks and rebellion from its mailer members, managed to scrape together a merger plan in the closing hours of an often tumultuous seven-day convention in Atlantic City.

ITU President Robert S. McMichen was directed by the 218 delegates at the convention to obtain a merger agreement with the Graphic Communications International Union or another AFL-CIO union. Waiting in the wings should the effort fail is the International Brotherhood of Teamsters, which already has a merger proposal before the ITU.

If an agreement is reached with the GCIU, it will be sent to referendum. If an agreement is not reached, the Teamsters proposal will be voted on by the membership.

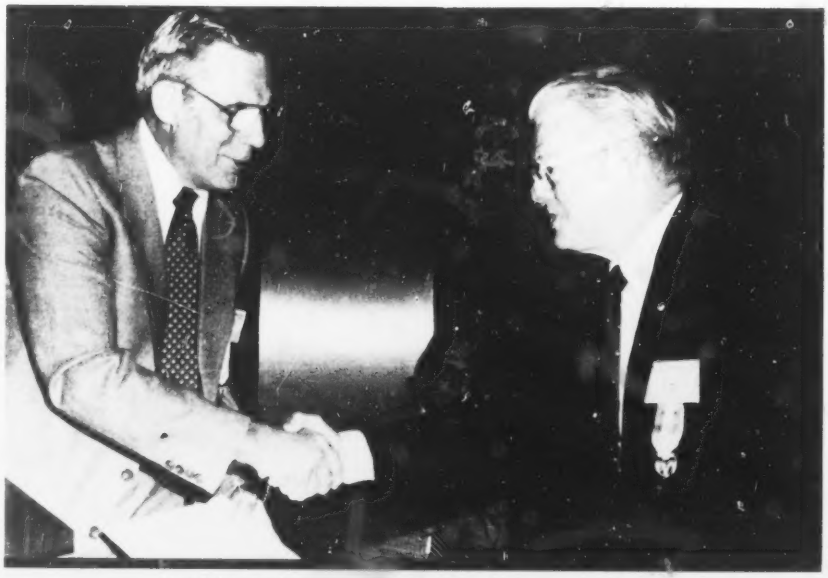
McMichen, at the direction of the convention delegates, must come up with a merger agreement within 90 days after dissolution of a court injunction on any merger activity by the ITU. If he fails, the Teamsters proposal must be put to a referendum.

"We are confident we can get an agreement" with the GCIU, said ITU Vice President William J. Boarman.

In a telegram to McMichen, received at the beginning of the Sept. 8-14 biennial convention in the glittering new Harrah's at Trump Plaza on the boardwalk, GCIU President Kenneth J. Brown pledged to "work diligently, vigorously and openly with you and your fellow officers to make the most of the unique opportunities before us." Brown was attending the GCIU convention in Miami Beach, Fla., at press time and was unavailable for comment on the ITU convention's action.

To get the merger process going, the ITU delegates unanimously adopted a resolution calling for McMichen to take "immediate steps" to request U.S. District Judge Thelton E. Henderson in San Francisco to lift his ban against the use of union funds to promote a merger with any other union. Henderson was to have held a hearing Sept. 17, but a continuance until Oct. 22 was granted at the request of newly hired ITU attorneys who said they needed more time [presstime, Sept. 1984, p. 64].

The convention delegates, reflecting the membership, were about evenly divided into pro-Teamster advocates and those wishing to merge with the GCIU. McMichen called the merger issue "a gut-wrenching, friendship-splitting question."



The Press, Atlantic City

McMichen (right) greets convention speaker Roy W. Anderson, ANPA vice president/human resources, in the Harrah's meeting room.

The end came, however, with the unanimous approval of the proposition to seek merger with the GCIU and with a show of unity by the union's five top officers that make up the executive council, with all clasping raised hands. The five consisted of three who oppose a merger with the Teamsters and two who support it.

Many of the delegates, mostly from mailer locals, wore yellow T-shirts with "IBT/ITU" on the front and the word "Clout" on the back. Labor specialists note that one reason mailer locals favor merger with the IBT is the established working relationship between mailroom and delivery employees.

The bitter split in the ITU was reflected in comments both on and off the convention floor as delegates milled about during frequent recesses.

At one point, McMichen warned the delegates that the chair would not tolerate booing. "Booing is totally unnecessary and undemocratic and not in place at any ITU convention," he said. A mailer delegate rose "to protest the shabby treatment that certain delegates at this convention are receiving from the chair."

Outside the meeting room, one delegate was overheard to say, "I made friends at the last six conventions and now we're not speaking."

Delegate Bertram A. Powers, president of New York Typographical Union No. 6, told presstime the convention was the "most divisive" of the dozen he has attended. Powers supports a merger with the GCIU.

Dissension came early with a controversy over the seating of delegates from Montreal Local 145 and several other locals that had been elected on a date other than provided in ITU laws.

The large Montreal local, representing 3,800 votes, is anti-Teamsters. The credentials committee had recommended they be seated, but that recommendation was overturned by a roll-call vote, 16,033 votes to 15,106. (Each local's delegation is accorded one vote per member.) All but three of the 38 mailer locals, representing nearly 8,000 members, voted against seating those delegates.

A motion to reconsider the earlier ac-

tion was defeated by 16,184 to 14,845. The significance of the roll-call votes was that pro-Teamsters delegates controlled the convention voting during the first days.

After the convention refused to seat them, delegates from Montreal and Leavenworth, Kan., went to U.S. District Judge Stanley S. Brotman in Camden, N.J. He ordered that all unseated delegates be seated and that their votes be segregated in future roll calls to allow their being disqualified at a later date if necessary.

Because the defendant in the case was the ITU, the union's executive council instructed its attorneys to appeal Brotman's ruling to the 3rd U.S. Circuit Court of Appeals. Brotman's action put the majority vote in the hands of those who favor a merger with an AFL-CIO-affiliated union. The order, however, became moot because no further roll-call votes were taken.

In the background at the convention was Carmine Parise of Cleveland, who heads the IBT Newspaper Drivers' Division. There is a question of how long Teamsters President Jackie Presser will keep his merger proposal on the table. A Teamsters spokesman said at press time, "We haven't changed our offer."

In the recent rerun election for the ITU leadership, McMichen defeated incumbent President Joe Bingel, who ran on a platform supporting merger with the Teamsters, 28,167 votes to 15,296.

First Vice President Allan J. Heritage, a Teamster advocate, said in a report distributed at the convention that while the merger question was a factor in some local unions, he was not convinced that it was the controlling factor in the overall vote.

Heritage said "the most troubling part" of the vote was that only 54.86 percent of the working members actually voted in the election. Furthermore, 67.50 percent of retired members voted, which accounted for 41.46 of the total votes cast.

Austerity plan. In his opening address to the convention, McMichen, who was installed in office Aug. 27, did not dwell on the merger issue. But the "program for austerity" that he announced was inspired by the same factor that undergirds merger talk—dwindling ITU membership.

According to McMichen, Secretary-Treasurer Thomas W. Kopeck had reported to the executive council that the union has lost 1,595 dues-paying members since the first of the year. Current total membership, including retirees, is 73,498. Of that number, 41,850 are revenue-producing.

The ITU president said that the union has lost 1,595 dues-paying members since the first of the year.

"We're not out in the streets by any means," McMichen said, "but our finances are tight. The rush of technology has left us sprinting to stay apace."

He noted that general fund expenditures have exceeded dues income every month this year. Because of this, he said, staff attendance was limited at the convention. For example, only 10 of the 24 international representatives were there.

McMichen said he has requested an audit of all ITU expenditures of the past few months. "Future expenditures will be governed strictly according to our income and local union needs," he said.

In addition, "we are examining the number and placement of our international representatives, with an eye toward restructuring in a way to get the most use out of each rep and toward cutting, where possible, the expenses incurred by each," he said. He said it has been costing an average of $100,000 per year per representative to service the local unions.

McMichen said the union's Canadian office has been "temporarily" closed "while we get a handle on expenses there."

In other areas, McMichen said he had reappointed International Representative James N. Wood as field director of organization. There are 15 active organizing programs under way, he said. "The simple fact is that if we don't organize, we die. That's true for the international, and it's just as true for our locals."

He said he was recommending to the executive council that the union retain a "junior" attorney to assist on a full-time basis at ITU headquarters in Colorado Springs. One of the newly hired attorneys for the union is Brian A. Powers, of the Washington, D.C., firm O'Donoghue & O'Donoghue, who is the son of the New York City ITU official.

McMichen said that newly elected Vice President Boarman, who was president of the Washington, D.C., local, will be directing the ITU's legislative and political affairs. "He is a registered congressional lobbyist and knows the ropes," the new ITU president said.

Committee reports. Convention delegates approved a number of committee reports, including one that recommended local unions secure language in their labor agreements calling for a 15-minute work break per hour for employees doing "intensive" work on video display terminals, and provisions that would allow pregnant employees to be assigned to work away from VDTs upon request.

The committee on ITU negotiated pension plans noted that the recent passage of the Retirement Equity Act "will have little impact" on the U.S. plan [presstime, Sept. 1984, p. 46]. "The NPP already has more liberal provisions in many areas than those provided by the act," the report said.

NPP Administrator Carl E. Hatton reported that employer withdrawal liability from the plan "remains at zero." He also noted that the loss of members "continues to be more than offset by the ever-increasing contribution rates negotiated in renewal contracts and very favorable interest earnings on our investments."

Another report noted that the job classification of "trainee" is being proposed to local unions "more and more in contract negotiations by employers as a means of cutting labor costs. It would be desired that these new employees be brought in as apprentices. If this is not possible, then work area restrictions must be imposed on these trainees."

"It is imperative," the report added, that mailer locals and publishers "work together" toward achieving total-market-coverage programs.

Also at the convention, delegates made seven changes to the union's bylaws, involving such internal matters as traveling cards (member mobility from local to local) and election procedures. There were no changes in the union's general laws, and no ITU constitution changes will be sent to referendum.

A resolution was approved to compensate President McMichen for loss of salary and benefits because of his not being seated as president on Jan. 1, 1984, because of the leadership struggle with his predecessor, Bingel. There will be a back-salary deduction for money McMichen earned in other employment from Jan. 1 to Aug. 27.

Another resolution, noting that the Union Printers Home in Colorado Springs has been operating on a monthly deficit of $80,000, directed the trustees to explore the feasibility of constructing a new home. The possible sale or lease of available land will be explored to aid in funding the new facilities. Proposals to close the home were rejected. —*Clark Newsom*

Montreal Gazette again publishing after unions settle dispute

The Gazette of Montreal resumed publication Sept. 4 after losing seven publishing days in a labor dispute.

Management of the city's only English-language daily on Aug. 24 locked out editorial and commercial employees represented by The Newspaper Guild and printers and mailers represented by the International Typographical Union, following a week of sporadic work stoppages that reduced circulation from nearly 200,000 to 62,000. Labor agreements with the unions had expired June 30.

Publisher Clark W. Davey said union negotiators had threatened to "pull the plug" on the paper. Davey said that the paper lost $750,000 in revenue during the work stoppages and that he was dealing with what was "in effect, an on-the-job strike."

Shortly after the lockout, the Guild split from a joint council of the two unions and resumed negotiations that resulted in a new three-year agreement retroactive to July 1. The agreement raises a Guild member's pay by $33 a week in each year.

Wages and clarification of an existing job-security clause were the main issues in the dispute with the ITU. The union subsequently withdrew its demand for clarification and settled for the $99 total pay increase over three years. The 34-month ITU agreement runs to April 30, 1987, which will give that union the first crack at setting the wage pattern in the next negotiations.

The wage increases total 14.2 percent over the three years.

Pressmen represented by the Graphic Communications International Union had voted earlier to accept the $33-a-week increase. GCIU members crossed the ITU picket line Aug. 26 and performed maintenance and other work during the lockout.

It was the first time in its 206-year history that The Gazette, which is owned by Southam Inc. of Toronto, suspended publication for internal reasons. □

New York Daily News charged with racial discrimination

The Equal Employment Opportunity Commission has filed suit against the New York Daily News charging it with racial discrimination against black reporters.

The suit, filed in U.S. District Court in Manhattan, alleges the newspaper pays black editorial employees less than whites and denies blacks merit raises, promotions and opportunities for transfer.

The News said in a statement the charges are "without merit," adding that it was "surprised and disappointed that the EEOC is filing this legal action at this late date. As the EEOC has long been aware, these charges stem from litigation brought by a handful of employees over two years ago."

In 1982, the EEOC found that a black reporter, David Hardy, had "probable cause" for his charges that the newspaper engaged in racial discrimination. Hardy also is involved with other employees in a civil suit against the News that is pending in the federal court [presstime, Oct. 1982, p. 53].

The News, which said it voluntarily adopted an affirmative-action plan in January, charged that the the suit "will only unnecessarily delay, complicate and confuse the resolution of the controversy." The paper said it would have no comment beyond its prepared statement. □

Toronto Star accused of rights violation

A union has filed charges with the Ontario Human Rights Commission alleging that The Toronto Star is discriminating against female employees who solicit advertising by telephone.

The Southern Ontario Newspaper Guild contends that 13 of the 25 women solicitors are paid less than outside salespeople, a majority of whom are men.

The newspaper said it is paying in terms of the labor agreement negotiated with the union. "We don't believe we have breached any portion of the agreement," said C. J. H. Davies, director of industrial relations. He said the Star is preparing a response to the charges. □

Health-care survey finds newspapers stress cost containment

In 1981-83, the majority of ANPA-member newspapers saw their health-care costs increase by 20 percent or more, according to newly released findings of a survey. And three-fourths of the survey respondents reported taking actions to control health costs during the three-year period.

The survey, initiated by the ANPA Human Resources Committee to determine the status and future of health-care costs in the newspaper industry, was the first step toward establishing a health cost-containment information bank at The Newspaper Center.

A questionnaire was mailed to all ANPA members last spring, with a follow-up mailing to members of the Newspaper Personnel Relations Association [presstime, June 1984, p. 62]. The survey achieved a 31-percent response rate, with 404 newspaper operations answering.

The methods newspapers employed to reduce their health-care costs vary. Many have implemented or improved a benefits communication program, including making available an annual benefits statement for employees and providing them with information on how to reduce medical costs. A few have established a system of dealing exclusively with providers of health care that charge the least.

In assessing the effectiveness of the cost-containment techniques, respondents indicated that the three most effective are: (1) increasing deductibles, (2) communicating to employees what they can do to reduce costs, and (3) changing to some form of self-funding in which the employer assumes all or some part of the risk, rather than paying an insurance company.

Almost half (49.8 percent) of the newspaper operations responding reported they offer only one health plan. The others offer another option such as enrollment in a health maintenance organization, or HMO.

Covered under the respondents' plans are 99.5 percent of full-time employees and 27.5 percent of part-timers. Family coverage is offered by 89.9 percent. The survey also shows that 56.2 percent of the employers pay all costs for the individual, while 40.6 percent receive contributions from their covered employees.

The complete report will be mailed to ANPA-member newspapers this month. □

Two-tier pay scales unlikely as trend

Two-tier wage scales, in which newly hired employees are paid at rates lower than those being earned by previously hired employees, do not appear to be catching on at newspapers as they are in union contract settlements in the airline, supermarket and a few other highly competitive industries.

"To say it's a trend (in the newspaper business) would be an overstatement," says Paul J. Lizundia, secretary/manager of the Pacific Northwest Newspaper Association in Portland, Ore. "However, employers are looking at (two-tier scales) as a possible alternative to highly paid journeyman rates."

Lizundia notes that some wage scales are an outgrowth of old technologies and that the specialty and skill levels required have changed with new developments.

"While unions may not be receptive to two-tier (systems), they have been receptive to new job classifications" that pay lower than the journeyman rate, Lizundia says. However, in most of those cases, employees gradually work up to journeyman scale, whereas in a true two-tier situation they never catch up with the rate paid more senior employees.

"With a few exceptions," says ANPA Manager/Labor Relations Charles Cole, "notably Atlanta where it is found in all current labor agreements covering production and maintenance departments, there are few two-tier wage provisions currently in newspaper labor agreements."

Cole attributes this to several factors:

- The unwillingness of publishers to bargain sufficiently hard to gain the limited savings that would accrue only from new hires
- The unions' intransigence to creation of what they see as a second-class journeyman classification
- More easily available ways to reduce costs, principally through the negotiated right to hire part-time and restricted help at less than journeyman rate in those departments where the need is the greatest.

The craft unions are not alone in their position. The Newspaper Guild also objects to the "second-class journeyman" concept. "A reporter is a reporter regardless of when hired and ought to be paid at the same minimum schedule of wages," says Richard J. Ramsey, executive secretary of the Guild's contracts committee.

Still, the Great Falls (Mont.) Tribune recently negotiated an agreement with the Guild that allows the paper to hire certain non-editorial white-collar employees at a substantially reduced rate. It applies to display and classified advertising clerks, business office stenographers, cashiers, telephone operators, reception and data entry clerks, and circulation department clerks, bookkeepers and stenographers.

In the International Typographical Union's labor agreement with the Atlanta Journal and Constitution, the first at the company where a two-tier scale was established, journeyman printers on the payroll before April 4, 1979, receive $457 a week and those hired after that date are paid $365.60—80 percent of the journeyman scale.

At The Columbian in Vancouver, Wash., the ITU contract provides that the wage progression for all composing room employees starting after Dec. 1, 1981, "shall be determined by the employer."

ANPA's Cole notes, however, that the Vancouver contract is typical of the small percentage of agreements in the newspaper industry that are not in conformity with the international union's contract requirements and does not carry the "seal of endorsement" of the international president.

And a recent action by Congress indicates that two-tier pay scales may not be the wave of the future. It blocked the U.S. Postal Service from unilaterally imposing such a pay plan on union workers.

—Clark Newsom

Sports reporter's firing is upheld by arbitrator

An arbitrator has upheld the discharge of a sports reporter for failing to produce "reliable" copy on a daily basis.

The reporter was hired March 14, 1983, by The Evening Independent of Massillon, Ohio, and fired Jan. 10, 1984.

The Cleveland Newspaper Guild contended that the grievant, an inexperienced reporter, had not received proper supervision and constructive criticism. Furthermore, the union said, the company could not use its own operational deficiencies, such as the absence of copy editors for sportswriters, as the basis for firing an employee.

But Arbitrator Roger I. Abrams said the 16,258-circulation daily "can't be faulted because it is a small operation" and works without copy editors for the sports department.

"Management can legitimately expect that a reporter will produce good copy on a regular basis, but not necessarily perfect copy every day," he said. "The key is whether the reporter is reliable."

The arbitrator said the company had shown "in a convincing fashion" that despite extensive counseling, the reporter was unable to produce reliable daily copy. The union's "cub reporter defense" could not be used to justify "simple carelessness" on the part of the reporter, Abrams said.

He also rejected what he termed the union's "deadline defense," saying that while newspaper writing is "hard work" under the pressure of close deadlines, "with little opportunity to ponder each phrase used," the time constraints imposed on the grievant were "reasonable and customary." □

Additional arbitration awards

Arkansas Gazette, Little Rock, ITU: A. Langley Coffey ruled that the company did not violate the labor agreement by creating a combination markup/keyboard operator job.

San Diego Union and Tribune, Guild: Thomas Christopher sustained the company's denial of a $25 collection bonus to a circulation department district manager after a $15 shortage was found in his deposit of subscriber payments.

Seattle Post-Intelligencer, Guild: John H. Abernathy found that the company gave the union proper notice of the layoffs that would occur as the result of entering into a joint operating agreement with The Seattle Times [presstime, June 1983, p. 48].

Tacoma (Wash.) News Tribune, ITU: Philip Kienast sustained the discharge of a mailer for insubordination—persistent refusal to work as directed by the foreman.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

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A new UNIMAN 4/2 double width offset press is now "up and running" at The Daily Record of Morristown, New Jersey. One of the first newspapers in the country to use process color, The Daily Record requires high print quality to remain a leader in a fiercely competitive area. Publisher Norman Tomlinson believes that color is important to the success of his paper, which has grown to a circulation of 60,000 (70,000 Sunday). The UNIMAN 4/2 is already contributing to that success. As Mr. Tomlinson remarked, "It was most gratifying to be able to run acceptable process color from day one."

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Production Manager Tom Connolly arranged the seven press units and three color decks so that The Daily Record can run process color on the outside pages and center spread.

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Planning begins on revising technical manuals for advertisers

Preliminary plans are under way to update and combine ANPA's technical manuals on preparation of artwork and other materials for black-and-white and color reproduction.

The plans, aimed at providing data that will guide advertisers in preparing art, photographs and copy best suited to achieve optimum reproduction, were discussed during the September meeting of the Association's Technical Committee in Reston, Va.

The Technical Committee's Color Standardization Task Force and Black and White Standardization Task Force are developing technical standards for the preparation of copy as well as for the resulting printed copy. The standards are being developed as guidelines for advertising material preparation, for both black and color copy. The project reflects the committee's interest in raising the reproduction quality of newspapers.

The Color Standardization Task Force also is examining the basic process-color inks used in the AdPro and AdLitho® standards. An effort is being made to determine the feasibility of shifting the current process red (magenta) to a deeper red that would be more acceptable by advertisers as spot color.

The reason for this investigation, according to the task force, is that in actual newspaper operations, a spot color ad is often run on the opposite plate position on a press or adjacent to the process-color plate, making it almost mandatory that the process red be used as the spot color.

Upon completion of this study, a new color ink book will be printed. If the basic current ink formulations are changed, the date of changeover will be established to permit newspapers adequate time to deplete color ink stocks and to adjust color separation techniques. The results of the Color Standardization Task Force study will be announced at the June 1985 Operations Management Conference & Exposition.

The Technical Committee's 11 task forces all met Sept. 6 in Reston, as did the Operations Management Conference & Exposition Committee. The next day, the two committees met jointly under a new committee structure deemed more streamlined and efficient by participants.

In other Technical Committee reports:

• The Newspaper Ink Study and Research Task Force reported that tests of letterpress ANPAINK™ (a non-petroleum-based, black ink) on a press line at The Washington Post were completed with satisfactory results.

Committee Vice Chairman Gene McDavid, vice president and general manager of the Houston Chronicle, said the task force plans a full pressroom test by Jan. 1. It hopes to have enough newspapers interested in the new ink to justify mass production by 1985.

The first test of *offset* ANPAINK is tentatively scheduled to be held in 1985. Non-petroleum color inks are planned for development later.

• The Environmental Task Force rec-

TECHNOLOGY NOTES

• **King Press Corp.**, which sells single-width newspaper and commercial offset printing presses, has been acquired by Publishers Equipment Corp. of Dallas.

PEC purchased the Joplin, Mo.-based firm from the parent company, Solna AB of Sweden. As a result of the transaction, Solna now holds 23 percent of PEC common shares.

The purchase provides additional manufacturing capabilities for King Press, whose products are complementary to PEC's double-width printing press products.

• Rudolf Hell GmbH of Kiel, West Germany, has concluded a **license agreement** with Bitstream Inc. of Cambridge, Mass., for the use of Bitstream's extensive type font library with the Hell product line.

Bitstream will provide Hell and its subsidiaries, including HCM Graphic Systems Inc., access to the existing 500-plus fonts in the Bitstream library as well as to future company-developed fonts.

TECHNOLOGY CALENDAR

• The **45th New England Newspaper Production Conference** will be Oct. 11-14 at the Boston Marriott.

• **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York City.

• IFRA, the International Newspaper Color Association-International Federation of Newspaper Publishers Research Association, will hold its **annual congress** Oct. 15-18 in Nice, France.

• The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.

• ANPA symposiums on **Pressroom Options and Distribution Systems** will be Oct. 30-Nov. 1 at the Chicago Ramada Hotel O'Hare.

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ommended the development of training manuals, slides and videotapes to assist ANPA members in complying with government regulations. The task force also will be sending members the findings of its survey on the accident-reporting program. Other programs will focus on the findings concerning the potential health hazards of inks and their components.

"We're really going to be under the microscope as an industry," said Mattson. "What we really want to do is find any problems first."

• The Computer Software Research Study Task Force recommended the creation of an ANPA "electronic bulletin board" that would enable member newspapers to contact each other and the Association quickly in technical problem-solving efforts. It also reported survey results will be issued soon on the various ways personal computers are being used at newspapers.

• The Library Task Force said it is contacting the Graphic Arts Technical Foundation, the Rochester Institute of Technology and Seybold Publications for their possible participation in creation of a technical library at The Newspaper Center in Reston. All three organizations have indicated interest.

• The Direct Printing Task Force recommended the Association pursue acquisition of a flexographic printing unit for the coordinated testing of plates and inks.

• The Offset Printing Developments Task Force reported it will ship this month the second half of an anilox offset printing unit to the Burlington County Times in Willingboro, N.J., for testing purposes. The Times has been printing for some time with half of one unit converted and soon will be using an anilox inking system for the second half. The task force reported it is seeking a third Goss Urbanite press unit to be installed at The Newspaper Center for research purposes.

The OMC&E Committee said preliminary reports on a survey of those attending June's Conference & Exposition in Atlanta reveal almost all respondents rated the show as either "good" or "excellent."

Committee Chairman Joseph M. Ungaro, president and general manager of Westchester Rockland Newspapers Inc. in White Plains, N.Y., said the Atlanta success "will be a hard act to follow" next June in New Orleans. □

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Scanner users to be surveyed

Many publishers are contemplating investments in color scanners—devices that electronically separate color originals into four primary colors for printing. At present, however, their number is unknown, and conflicting reports are being received from manufacturers.

To better serve as a clearing house, the ANPA Technical Services Department will mail a questionnaire this month to member newspapers. The responses will be used to form a color-scanner coalition that will monitor new developments and share information related to the equipment.

For more information about the project, contact John C. Harrington, ANPA photographer/color specialist, at The Newspaper Center. □

ANPA Calendar

OCTOBER

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 1-5

ANPA Telecommunications Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

ANPA Foundation Newspaper in Education Instructor Training Seminar
Airlie House Conference Center, Airlie, Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium
Marriott O'Hare, Chicago, Oct. 11-12

Presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., Oct. 15

ANPA Postal Committee meeting
Hotel Washington, Oct. 16-17

ANPA Foundation/Ohio Newspaper Association Midwest Literacy Symposium
Columbus Marriott North, Columbus, Ohio, Oct. 26-27

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Oct. 29-Nov. 2

ANPA Pressroom Options II Symposium
O'Hare Ramada Inn, Chicago, Oct. 30-31

ANPA Distribution Systems Symposium
O'Hare Ramada Inn, Chicago, Oct. 31-Nov. 1

ANPA Newsprint and Transportation Committee meeting
Sheraton International Conference Center, Reston, Va., Oct. 31

ANPA Newsprint and Transportation Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Four Seasons Hotel, Washington, D.C., Oct. 31-Nov. 1

NOVEMBER

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Sheraton-Dallas Hotel and Towers, Dallas, Nov. 12-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 12-16

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 13

ANPA Foundation Research for Medium-to-Small Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 14-16

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Nov. 26-30

DECEMBER

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Brown Palace Hotel, Denver, Dec. 3-5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 6-7

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, Dec. 7

ANPA/International Newspaper Promotion Association Management Skills for Newspaper Promotion Seminar
Back Bay Hilton, Boston, Dec. 10-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 10-14

ANPA/ASNE/APME/ICMA/INPA/ International Newspaper Advertising and Marketing Executives/Newspaper Research Council Single Copy Symposium
Amtac Hotel, Dallas-Fort Worth Airport, Dec. 11-12

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Two mills are struck; settlements reached elsewhere

Two North American newsprint mills remain closed due to strikes, but contracts covering workers at three mills have been ratified. And a tentative agreement affecting three other mills has been reached. In Canada, no talks are scheduled in the dispute at the La Baie, Quebec, mill of Consolidated-Bathurst Inc. Confederation of National Trade Unions members have been on strike there since July 27.

Elsewhere in Canada, Canadian Paperworkers Union members at the Thorold, Ontario, mill of Ontario Paper Co. Ltd. ratified a three-year contract that was based on a contract the CPU agreed to earlier with Abitibi-Price Inc. It calls for wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

The CPU also reached a tentative agreement with CIP Inc.'s newsprint mills in Quebec—at Trois-Rivieres and Gatineau—and at Dalhousie, New Brunswick. Details of the agreement were not available at press time.

Contract negotiations continue between other Canadian newsprint producers and the CPU and the CNTU.

In the United States, meantime:

- Members of the United Paperworkers International Union ratified a two-year contract at Garden State Paper Co.'s Pomona, Calif., mill. The contract includes a one-year extension of the contract that had been due to expire April 30, 1985. It provides 5-percent wage increases each year.
- An eight-week strike by members of the Association of Western Pulp & Paper Workers at Publishers Paper Co.'s Newberg, Ore., mill ended Sept. 11 after the union ratified a new, four-year labor contract. It provides for no wage increase in the first year, 3 percent in the second and 4 percent in the third. The fourth-year increase will be based upon an average for wages at mills in the area during the preceding year.
- Members of the Association of Western Pulp & Paper Workers struck the Crown Zellerbach newsprint mill at Port Angeles, Wash., Aug. 28. □

Kruger will acquire Bowater mill

Bowater Inc. agreed to sell its Corner Brook, Newfoundland, newsprint mill to Kruger Inc. Newfoundland's provincial government said Kruger agreed to spend $167 million over the next five years to modernize the four newsprint machines at the mill. It also agreed to study the feasibility of reopening a fifth machine that Bowater closed in 1983 [presstime, Sept. 1984, p. 62].

Kruger, a Montreal-based forest-products company, owns newprint mills in Bromptonville and Trois-Rivieres, Quebec.

Bowater said the sale is conditional on Kruger's ability to reach new labor agreements with the Corner Brook mill's unions, and financial agreements with the Canadian and Newfoundland governments on funds to help cover the modernization plan.

The Newfoundland government said it expects Kruger to emphasize newsprint sales in the United States. The mill had supplied European and Third World markets.

Terms of the sale, which could be completed by the end of November, were not disclosed. □

Statistics delayed

Newsprint statistics for August were unavailable by press time. They will be published in the November issue.

Newsprint notes

- Champion International Corp. proceeded with its **offer to acquire St. Regis Corp.** after receiving conditional clearance from the Federal Trade Commission.

  Meanwhile, publisher Rupert Murdoch sold his 5.6-percent stake in St. Regis [presstime, Sept. 1984, p. 62].

- Bowater Inc. announced a $341-million expansion project to **increase production of lightweight, coated, groundwood paper** by 197,000 short tons at its Catawba, S.C., mill.

  This kind of paper is used in printing magazines, four-color advertising inserts, catalogs and coupons.

Boxcar decision stands; ICC plans appeal

A federal appeals court refused to reconsider its June decision to vacate partially the Interstate Commerce Commission's deregulation of boxcar traffic.

Petitions for rehearing had been filed with the U.S. Court of Appeals, District of Columbia Circuit, by Conrail and the ICC. They asked the court to re-examine its opinion reversing the ICC's deregulation exemption for joint rates—those implemented by two or more railroads [presstime, Sept. 1984, p. 53].

In its recent decision, the court said: "On remand, the ICC is of course free to revisit its decision. Our task is solely to ensure that it provides adequate justification for whatever it does."

The ICC plans to ask the U.S. Supreme Court to review the appeals court's decision. □

And then there were 3

The U.S. Department of Transportation Sept. 11 trimmed the list of Conrail bidders to three. The finalists are the Norfolk Southern Corp., the Alleghany Corp. and a group headed by hotel-food services magnate J. Willard Marriott Jr.

The Norfolk Southern offer will be referred to the Justice Department for a study of how a Conrail-NS consolidation would affect competition. All three offers will be reviewed by the Treasury Department for tax and financial implications [presstime, Sept. 1984, p. 53]. □

Rail talks reach impasse

Management has asked the National Mediation Board to step into the contract negotiation process with two large rail labor unions, the United Transportation Union and the Brotherhood of Locomotive Engineers, thus signaling that an impasse has been reached. The moratorium on reopening the current three-year agreement ended June 30 [presstime, April 1984, p. 49]. □

Rail-truck link studied

Norfolk Southern Corp. is seeking ICC authority to acquire control of North American Van Lines Inc.

North American is a major transporter of household goods, high-value products and general freight. Norfolk Southern owns the Norfolk & Western and Southern railways. □

Rupert Murdoch

Benjamin C. Bradlee

Dana Bullen

Ardyth B. Sohn

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Is There a Liberal Media Elite in America?
Rupert Murdoch, chairman and chief executive officer, News America Publishing Inc., New York City; Benjamin C. Bradlee, executive editor, The Washington Post; Nick Thimmesch, resident journalist, American Enterprise Institute, Washington, D.C.; and Robert Lichter, assistant professor/political science, George Washington University, Washington, D.C. AEI symposium, Washington, D.C., June 28.

Sidle Panel Report on Military-Media Relations and Statement by the Secretary of Defense
Retired Army Maj. Gen. Winant Sidle and Defense Secretary Caspar Weinberger. Washington, D.C., Aug. 23.

UNESCO: Communications Issues
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Subcommittees on International Operations and on Human Rights and International Organizations, House Foreign Affairs Committee, Washington, D.C., July 26.

From the Association for Education in Journalism and Mass Communication annual convention, University of Florida, Gainesville, Aug. 5-8:

How Newsday Covers the News
Richard Galant, Suffolk County editor, Newsday, Long Island, N.Y.

Motivational Patterns of Newspaper Managers: An Exploratory Study
Ardyth B. Sohn, professor, School of Journalism, University of Colorado, Boulder; and Leonard H. Chusmir, assistant professor, College of Business and Administration, University of Colorado, Denver.

Race, Homicide and the News as Covered by Milwaukee's Daily Newspapers
David Pritchard, assistant professor, School of Journalism, Indiana University, Bloomington.

Newspapers' Joint Operating Agreements
Marie Parsons, instructor, Department of Journalism, University of Alabama, Tuscaloosa.

Chains Versus Independents: Newspaper and Market Characteristics
F. Dennis Hale, associate professor, School of Journalism, Bowling Green State University, Bowling Green, Ohio.

A Quantitative Profile of Gannett Newspapers
Dwight W. Jensen, assistant professor, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.

The Development of Professional Values of Journalists
Lee B. Becker, professor, R. Warwick Blood, assistant professor, and Susan L. Caudill and Jeffrey W. Fruit, graduate students, School of Journalism, Ohio State University, Columbus.

Weekday and Sunday Newspaper Readership: Some Uses And Gratifications
Wayne M. Towers, associate professor, Department of Journalism, San Diego State University.

Cartoonists and Editors Look at Cartooning
Daniel Riffe, assistant professor, Mass Communication Research Center, Southern Illinois University, Carbondale; Donald Sneed, assistant professor, Department of Communication, Texas A & M University, College Station; and Roger L. Van Ommeren, associate professor, Department of Journalism and Mass Communication, South Dakota State University, Brookings.

Canada's press evaluates Mulroney

Canadian publishers generally welcomed the Sept. 17 swearing-in of Conservative Brian Mulroney as their country's prime minister. But there is no feeling of confidence that the press will have more access to him than it did to former Prime Minister Pierre Trudeau of the Liberal Party or his successor, John Turner.

In fact, The Globe and Mail of Toronto said in a front-page story Sept. 20: "The government of Brian Mulroney is going to extraordinary lengths to control the flow of any information about the steps being taken as the Tories (Progressive Conservative Party) assume power."

Norman Webster, editor-in-chief of The Globe and Mail, told presstime that Mulroney has resisted pressure to hold a press conference and that Deputy Prime Minister Erik Nielsen advised the 39 other members of the Canadian cabinet to avoid the press.

However, Webster also said that while Trudeau was "contemptuous" of the press, Mulroney does not have "a personal dislike" of it.

Donald Nicol, publisher of the Winnipeg (Manitoba) Free Press, said he doesn't believe Mulroney will be any more accessible to the press than was Trudeau. "I think he will be much like (President) Reagan," he said.

"At the moment," said Paddy Sherman, publisher of The Citizen in Ottawa, "Mulroney has not sorted out where he's going or what he's going to do." He noted there was a problem in getting Mulroney to hold press conferences during the campaign. "The concern is how he will handle the press in the future," Sherman said.

A positive sign of how the new prime minister views the press may be gleaned from a speech made a year ago to the Canadian Daily Newspaper Publishers Association. Perrin Beatty, who at the time was communications critic for the Conservatives and who is now minister of national revenue in the Mulroney government, opposed any bill that would limit press rights. That speech had been cleared with Mulroney.

In a speech at this year's ANPA Convention in Montreal, Mulroney roundly criticized U.S. media for neglect in their news coverage of Canada [presstime, May 1984, p. 37]. Mulroney reportedly scans half a dozen Canadian and U.S. newspapers a day.

The prime minister's press secretary is William Fox, former Washington correspondent for The Toronto Star and a former Southam correspondent. □

AP calls for nominations for six directorships

Member newspapers of the Associated Press are being asked to recommend candidates for the wire service's Board of Directors. Recommendations should be made to the board's Nominating Committee, which will meet Nov. 20 to select nominees.

Election of new directors will be at the AP Annual Meeting May 6, 1985, in Miami Beach, in conjunction with the May 6-8 ANPA Convention.

The committee will make 10 nominations for five regular directorships, plus two nominations for a director from a city of less than 50,000 population. The six new directors to be elected in Miami Beach will replace people whose terms will expire at that meeting.

Member newspaper representatives are asked to write or call nominating committee members. They are Richard J.V. Johnson of the Houston Chronicle, chairman; Eugene Patterson of the St. Petersburg Times, secretary; William M. Boyd of The Home News, New Brunswick, N.J.; Christy C. Bulkeley of The Saratogian, Saratoga Springs, N.Y.; Wilfred R. Woods of The Wenatchee (Wash.) World; David Kruidenier of the Des Moines Register; Fred A. Stickel of The Oregonian, Portland, Ore.; and William O. Taylor of The Boston Globe. □

AP assessment up 4.7%

The Associated Press Board of Directors has decided to raise assessments for AP-member newspapers and broadcasters 4.7 percent for 1985. Wire service officials said it will be the lowest annual percentage increase in 14 years.

The increase, to take effect Jan. 6, will be in addition to any changes in newspaper members' bills created by AP's new circulation-based assessment formula that also will take effect in January [presstime, April 1984, p. 70].

AP officials said the wire service will inform each member of specific changes in their bills by the end of this month.

A spokesman for United Press International said in late September the company has not yet decided on a rate increase. UPI usually raises rates each year, and the spokesman said one will come in 1985. □

UPI Guild approves cuts; Small fired

Wire Service Guild members of United Press International voted 454-164 for a series of temporary pay cuts that UPI officials say will enable the company to survive and eventually prosper.

Also during September, which was yet another in a series of tumultuous months at the nation's second-largest wire service, President William J. Small was abruptly dismissed. He subsequently charged that the firing violated terms of his employment contract, and said he will sue UPI on those grounds.

Some newspaper-business executives questioned the reasons for Small's termination as well as the manner in which it was handled.

The salary reductions, initially in the amount of 25 percent, took effect Sept. 17, the day of the Guild vote [presstime, Sept. 1984, p. 64]. All UPI employees were affected except 51 communications technicians who are members of the United Telegraph Workers. UPI and that union Sept. 20 reached tentative agreement on a similar concession plan including layoff of 16 members. The agreement was scheduled to be implemented Oct. 28 after a ratification vote.

Other developments in the UPI turnaround effort came in September when UPI owners Douglas F. Ruhe and William E. Geissler said they want to sell their interests in Chicago television station WFBN. Ruhe and Geissler also became principals in a new direct-broadcast satellite venture with Comsat and the Prudential insurance company.

They said profits from the TV station sale will be devoted to new services UPI is trying to develop, including customized news reports for entities such as trade magazines, and other "businesses of benefit" to UPI.

Involvement in DBS, they said, could benefit the wire service in the long run by providing it important access to that new technology.

Ruhe and Geissler's outside investments have been criticized by some UPI employees because of UPI's own urgent financial needs. Geissler responded to that criticism in an employee memo, saying he and Ruhe have been able to borrow money for new communications technologies because investors see potential for large future profit. □

More a.m.-p.m. mergers announced

Another newspaper company has combined its morning and evening papers and a second has announced plans to do so.

The San Antonio Express (morning, circulation 95,244) and the San Antonio News (evening, 79,314) merged Sept. 10 into the all-day Express-News. The consolidated paper, which Executive Editor Bert Wise said is a "greatly improved product," is owned by Rupert Murdoch's New York City-based News America Publishing Inc.

The Express-News competes with The Hearst Corp.'s San Antonio Light (evening, 140,374).

In the other merger, Knight-Ridder Newspapers Inc. said it will combine the St. Paul Pioneer Press (morning, 105,802) and the St. Paul Dispatch (evening, 99,729) on Jan. 2. The combined all-day newspaper will be named the St. Paul Pioneer Press & Dispatch.

Earlier this year, the news and features staffs of the St. Paul papers were merged (presstime, March 1984, p. 52).

In the adjacent city of Minneapolis, the evening Star and morning Tribune were merged in 1982 into the all-day Minneapolis Star and Tribune.

Robert C. Momsen vice president/marketing for the St. Paul papers, said the merger will "put us in a much stronger marketing position." The combined paper will continue to provide home-delivery to both morning and afternoon subscribers, Momsen said.

Such mergers previously have taken place this year in Oklahoma City, Pueblo, Colo., and Greensboro, N.C. (presstime, Feb. 1984, p. 51 and April 1984, p. 70).

In publishing changes elsewhere:

- The Times-Colonist of Victoria, British Columbia, which had been an all-day paper of 75,713 circulation, began publishing mornings only Aug. 27. The paper is owned by Thomson Newspapers of Toronto.
- The 10th and 11th p.m.-to-a.m. conversions this year (presstime, Sept. 1984, p. 65) occurred Aug. 13 when the Aberdeen (S.D.) American News (20,515), a Knight-Ridder newspaper, made the switch and Sept. 4 with the conversion of the Tri-City Herald (34,859) in Pasco, Wash. It is in the McClatchy Newspapers group. □

Research seminar scheduled

Research for Medium-to-Small Newspapers will be the title and subject of a seminar Nov. 14-16 at The Newspaper Center in Reston.

Sponsored by ANPA Foundation in cooperation with the E.W. Scripps School of Journalism at Ohio University, the seminar will be a practical, nuts-and-bolts session. It will focus on ways smaller newspapers can keep up with current research methods, develop their own research plans, and cultivate continuing relationships with experts and universities close to home.

Leading the seminar will be Guido H. Stempel III, professor of journalism at the Scripps School, co-author of *Research Methods in Mass Communications*, and Maxwell E. McCombs, John Ben Snow professor of newspaper research at the S.I. Newhouse School of Public Communications, Syracuse University.

The seminar will feature a session led by Albert Gollin, vice president and associate director of research at the Newspaper Advertising Bureau.

Registration fee, including materials and lunches is $175. Lodging and other meals are additional. For further information, contact ANPA Foundation. □

Recent acquisitions

Hagadone Corp. of Coeur d'Alene, Idaho, acquired the Daily Bee of Sandpoint, Idaho, circulation 4,085.

Edmond (Okla.) Publishing Co. acquired the Mineral Wells (Texas) Index, daily circulation 5,132.

Richard Scudder and William Dean Singleton, president and publisher, respectively, of The Gloucester County Times of Woodbury, N.J., are acquiring Today's Sunbeam of Salem, N.J., daily circulation 10,555. □

PM to AM Conversions: Don't Get Caught Guessing

Not all cycle switches are successful. The gain or loss depends on: the strength of AM competition, the size and commitment of the "core" PM market, lifestyle patterns, the time preference for information delivery, and more. MOR can tell you if a switch is right for your market.

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'Compunications' and its effects

Not so many years ago, components of the mass media were clearly what they were. That is, television was television, cable was cable and newspapers were newspapers.

Today, says Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications in San Antonio, there is a "blurring distinction that has characterized the individual media." For example, the same satellite that transmits television images also sends facsimiles of newspaper pages.

Observations about this melding of computer and telecommunications technologies—"compunications"—and its effects on the media are assembled by Benjamin M. Compaine in *Understanding New Media: Trends and Issues in Electronic Distribution of Information*. Compaine, executive director at the Program on Information Resources Policy at Harvard University, edited the 380-page, hard-cover book and wrote seven of the 13 chapters.

The writers emphasize that it is not the content of the various media that is changing but the way the content is stored, processed and transmitted. "Newspaper publishers, rather than thinking of their organization as a newspaper alone, need to think of themselves as a corporation possessing strengths and weaknesses in content, process and format . . . if they wish to remain competitive in the information marketplace," according to John C. Le Gates managing director of the Program on Information Policy, one of the book's contributors.

"The role of ANPA itself will become less easy to identify," Le Gates says. "As other information businesses are drawn into the newspapers' orbit or newspapers into theirs, ANPA members will respond differently. Some will perceive threats and others opportunities."

Understanding New Media is available for $29.95 from Ballinger Publishing Co., 54 Church St., Cambridge, Mass. 02138. □

When newspaper ownership changes hands

"The daily newspapers of the United States are being put in chains, newspaper chains. At the current rate, there will be no single, family-owned dailies by the year 2000," reports Loren F. Ghiglione in the introduction to *The Buying and Selling of America's Newspapers*.

What happens to a family-owned daily's news performance, staff morale, budget, and editorial views when the paper is acquired by a newspaper group? How do residents react when their hometown newspaper, to which they've been accustomed through sometimes four generations of owners, takes on a new appearance or political tone?

Do increased ad linage, salary increases and technologically updated newsrooms—which sometimes result—offset high staff turnover, disillusionment or thoughts that the paper has "lost its spirit?"—which also sometimes results.

Ghiglione, president, publisher and editor of The News in Southbridge, Mass., and nine other journalists examine the fate of 10 newspapers that have made the transfer from individual to group ownership.

Each of the individually written stories includes mention of the newspaper's founder, the climate of the community in which it was founded, why the paper ultimately changed ownership, how all the participants of the scenario took to the acquisition and how the newspaper is faring under group ownership.

The 200-page book, edited by Ghiglione, is available for $21.95 from R. J. Berg & Co., P.O. Box 20450, Indianapolis, Ind. 46220. □

An inside look at government press offices

In September 1981, Stephen Hess, a senior fellow in the Governmental Studies program at the Brookings Institution, began a year-long study of personnel and operations at government press offices.

Hess kept a daily log of his on-site observations at five federal agencies: the Food and Drug Administration, the Pentagon, the Department of Transportation, the State Department and the White House. His findings are presented in *The Government/Press Connection: Press Officers and Their Offices*.

The 160-page book is available in soft cover for $8.95 or in hard cover for $22.95 from the Brookings Institution, 1775 Massachusetts Ave. NW, Washington, D.C. 20036. □

Los Angeles, New York and Dallas added as meeting sites

Three cities have been added to the list of sites for ANPA's two annual membership meetings.

At its September meeting in London, the Association's Board of Directors approved Los Angeles and New York City for the 1990 and 1991 Conventions, respectively. Dallas was approved for the 1990 Operations Management Conference & Exposition.

The schedule now is as follows:

Convention		Conference & Exposition
Miami Beach	1985	New Orleans
San Francisco	1986	Atlanta
New York City	1987	Las Vegas
Honolulu	1988	Atlanta
Chicago	1989	New Orleans
Los Angeles	1990	Dallas
New York City	1991	(to be selected) □

David Rambo named assistant m.e.

C. David Rambo, a staff writer for presstime for nearly five years, has been named assistant managing editor of the magazine. He replaces Neil D. Swan, who has returned to a consulting position in the Washington, D.C., area.

C. David Rambo

Rambo, who received a bachelor's degree in journalism from the University of Maryland, was a reporter and editor for weeklies on Maryland's Eastern Shore before joining the Frederick (Md.) News-Post where he became assistant news editor. He joined presstime in January 1980. □

New member

The Kamloops NEWS

Kamloops, British Columbia (circulation 22,485). L. R. Timmermanns, publisher.

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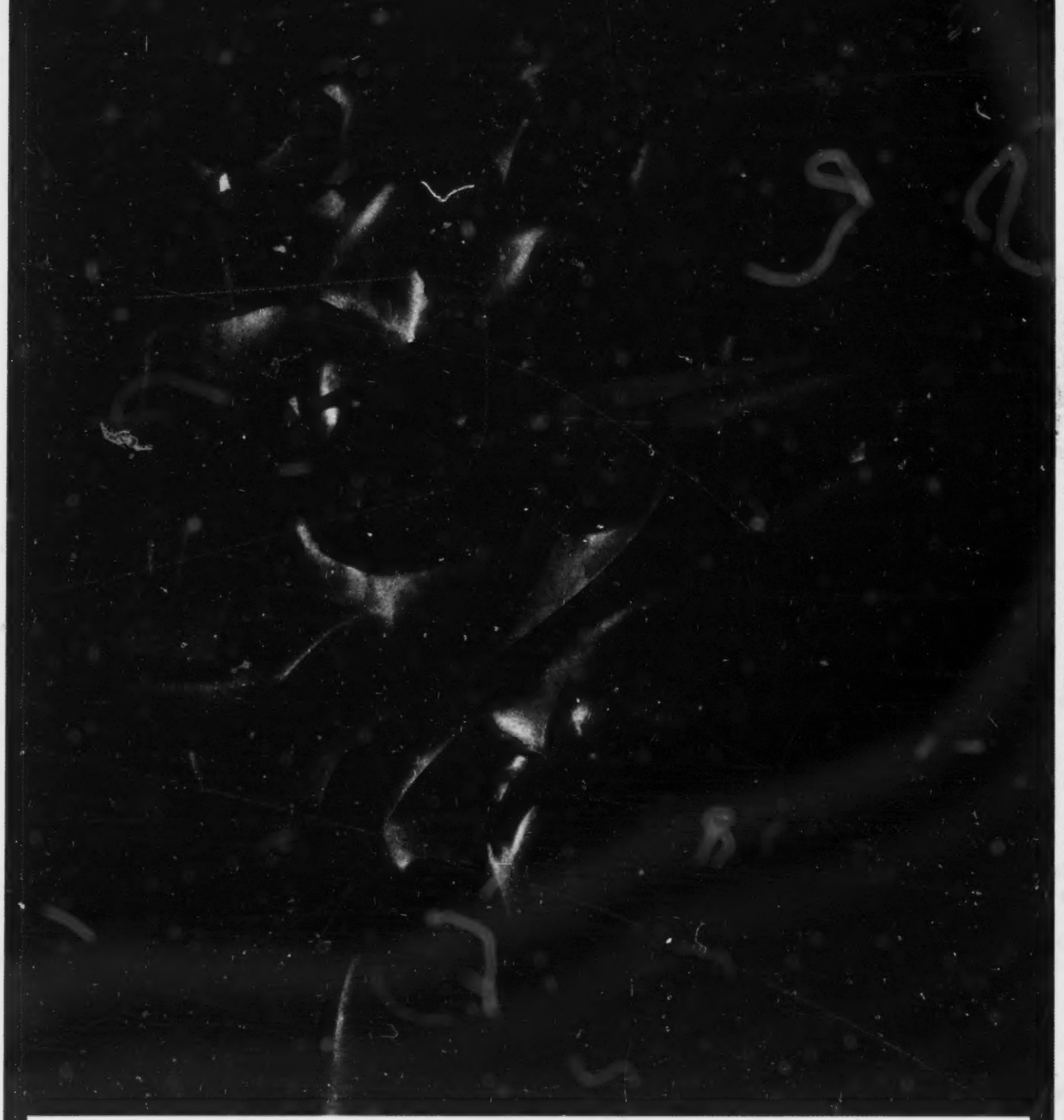

Sculpture at the entrance to AP's international headquarters in New York: "News" by Isamu Noguchi. AP photo — Vlamis

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